

Practical Guide to Rapport & Advanced Rapport

By
Keith Livingston
& Geoffrey Ronning

*Published by
Advancing Ideas LLC
and Ronning Group Inc.*

This program is a part of the “Practical Guide to NLP” Series

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Geoffrey Ronning

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Keith Livingston

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Introduction:

The Practical Guide to Rapport and Advanced Rapport is designed to give you knowledge of the world's most effective tool in dealing with others. Rapport.

With rapport skills the world truly is your oyster. Doors open, people give you more business than you can handle, hypnotizing others is simple, people like you automatically and things come easier with less work!

We know each person learns differently. We each have our own preferred representation system. For that reason we combined the best of all worlds; you have the full audio CDs for you folks who are auditory and want the live interaction, and for the visual, you also get all the content in transcription form. In addition you also get exercises in this workbook and a live DVD.

After listening to the audio programs, viewing the DVD and going through the workbook and practicing these skills you will be a different person, a more powerful person that is able to communicate more effectively and achieved more. Not a bad trade for a few hours of effort on your part.

There is simply no skill that is as important in life, than rapport skills.

Have fun on your journey,

Geoff & Keith

About the Authors

This program is brought to you by Geoffery Ronning and Keith Livingston.

Geoffery Ronning, CH, CI

<http://www.StageHypnosisCenter.com>

Geoffrey Ronning is a full time stage hypnotist and a Certified Instructor of Hypnosis with the National Guild of Hypnotists. He has hypnotized over 15,000 people and appeared on radio and television shows across the United States and even hypnotically programmed a professional golfer over the radio in Melbourne, Australia. In fact, the Melbourne appearance on 3AW was so successful, he was brought back an unprecedented three times, in one week.

He has performed at thousands of live shows, sometimes to small exclusive audiences, sometimes to mammoth crowds including 22,500 people at the Gorge Amphitheatre. In addition he has opened up for Destiny's Child, Busta Rhymes and Naughty by Nature and recently starred in the hypnotic television pilot "Sleepers."

Geoffrey's specialty is helping stage hypnotists and hypnotherapists be more financially successful with hypnosis. Hypnotists from over twelve countries have trained and consulted with Geoffrey. Everyone from beginners to seasoned professionals on the Las Vegas Strip.

He is the author of over fourteen resources for professional hypnotists including the popular home study course: "The Modern Day Stage Hypnosis Training." Geoffrey is the only hypnotist to ever publish how to apply NLP techniques during the application of stage hypnosis.

Geoffrey offers a select number of trainings that sell out each year and recently moved to Litchfield Park, Arizona with his wife Wendy and son Riddick. Why did he move? He said he wanted a pool. And while that may sound silly, it is the absolute truth.

Keith Livingston, MNLP, CH, CI

<http://www.AdvancingIdeas.com/>

Keith is certified as a hypnosis instructor with the Professional Board of Hypnotherapy. Keith has certifications as an NLP Practitioner from the NLP Learning Center and as an NLP Practitioner and Master Practitioner from Bennett/Stellar University as well as additional certificates in Advanced Communication Skills, NLP & Neuro-Natural Health, NLP Changing History and Timelines and Clinical Hypnosis. Mr. Livingston is among the few people in the world to complete Bennett/Stellar University's Master Neuro-Linguistic Hypnotherapist program.

Mr. Livingston has worked for 2 nationally accredited institutions of higher learning and a state licensed vocational institution. He has participated in developing and writing several college-level courses from the ground up and teaching those same courses at a nationally accredited college.

Keith is the author of two critically acclaimed books, "Learn Hypnosis @ Home" and "The Phobia Self-Help Book." He has produced three videos, "How To Hypnotize: Powerful, Quick & Effective Inductions," "The Phobia Cure Video" and "A Single Session Phobia Cure." Mr. Livingston also wrote and recorded his "Power Pre-Induction Talk" CD to aid hypnotherapists in giving effective pre-induction talks. His "Hypnosis Tips" newsletter goes out to hundreds of hypnotherapists and budding hypnosis enthusiasts each month.

Keith has spent the last several years training hundreds of people to become hypnotherapists and NLP Master Practitioners; not only from the US, but from 16 other countries on 5 continents. People have literally traveled halfway around the world and paid thousands of dollars to learn hypnosis from him. He's taught people from many backgrounds – doctors, lawyers, mental health counselors, CEOs, teachers, computer programmers, contractors, massage therapists, consultants, ministers, martial arts instructors, and more...

Mr. Livingston is President of the first American chapter of the prestigious international hypnotherapy organization, The Professional Board of Hypnotherapy. Mr. Livingston is also certified as a Clinical Hypnotherapist and Certified Clinical Hypnotherapist by the Professional Board of Hypnotherapy.

Keith Livingston is a Certified Hypnotherapist through the National Guild of Hypnotists.

Additional expertise includes certifications as a specialist in pain control, weight control, smoking cessation, and painless childbirth.

Mr. Livingston has also appeared on television, radio and in print in front of more than 2 million people in the last year alone! Recent appearances/featured articles include The John Walsh Show, Freelance Writer's Report (an article on overcoming procrastination with hypnosis), "Living it up with the Bauers" morning radio show (on KPOP AM 1360, San Diego) and Reflections magazine.

Step to Success with Rapport and Advanced Rapport

- 1) Listen to the audio programs
- 2) Watch the DVD of the live lecture
- 3) Review the transcripts from this course that start on page 9
- 4) Integrate the rapport and advanced rapport techniques with the following exercises.

Integrating Rapport and Advanced Rapport Techniques

In order to ensure that you're integrating this material and getting the most possible out of it, please follow the suggested procedures below. We designed these procedures to build the core skills you need in order to quickly and easily create rapport in a variety of situations.

Integration Exercise 1

Physical Rapport: (do in 5 minute bursts)

1. Go to any public place or place where you have the opportunity to be around at least one other person.
2. Practice matching as many main physical behaviors as possible – breathing posture etc.
3. Switch to matching more subtle behaviors such as breathing, rhythm of movement etc.

Integration Exercise 2

Auditory Rapport:

1. Go to any public place or place where you have the opportunity to speak with at least one other person.
2. Practice matching as inflection, tonality and rhythm of speech.

We created the next couple of exercises to help you develop flexibility with your sensory predicates (words that indicate the use of a particular rep system). You can generate rapport by matching the rep systems of sensory predicates used in conversation.

Toward that end, here are some sensory predicates, in their categories.

Representational System Words/Phrases		
Visual Words/Phrases	Auditory Words/Phrases	Kinesthetic Words/Phrases
see	hear	feel
bright	in tune with	rough
glimpse	rings a bell	smooth
blank	harmonize	hard
color	struck a chord	get a grip on
flash	roar	get a handle on

Integration Exercise 3

Sensory Predicate Rapport:

1. Go to any public place or place where you have the opportunity to speak with at least one other person.
2. Listen to their conversation and pick out their sensory predicates.
3. In your conversation, use the same type of sensory predicates as they did (if they used a mixture - you use a mixture, if they used primarily visual - you use primarily visual).

Integration Exercise 4

Sensory Predicates II:

1. Write a story about any real or imagined event.
2. Go through the story and pick out the specified sensory predicates
3. Rewrite the story by taking each sensory predicate and switching its rep system.

Integration Exercise 5

Timeline Rapport:

1. In normal conversation, ask someone a question or set of questions that causes them to think about something relative to time. An example would be "How is what you do for a living different than it was five years ago?"
2. Notice where they gesture and look - in regards to time only (for example, if they point to their left when they say "five years ago I..." and to their right when they say "In my job now...").
3. Feed back their time structure by pointing to the same places (either relative to your own body, or to the actual places they pointed) as you ask

further questions. “So five years ago you were...” (point to their left) “But now you...” point to their right).

Integration Exercise 6

Virtual Reality Rapport:

1. In a normal conversation, notice where a person looks or gestures. Keep track of what they’re talking about when they gesture or look toward a certain spot.
2. Begin to imagine what it is they are seeing in those spots.
3. Gesture or look toward those same places when you talk about the same things.

As you gather more information, refine your idea of what it is they’re imagining.

Transcripts of Audio CD #1

- Geoff: Well, thank you very much for joining me today, Keith.
- Keith: Glad to be here, Geoff.
- Geoff: This is going to be, folks, the Practical Guide to Rapport. This will be like the others in our Practical Guide series that I am happy and proud to say are being met with great compliments and raves from literally around the world.
- Keith: Yes.
- Geoff: This is going to be done the same way. Essentially, we are going to lay out the techniques, the strategies in a very clear, concise, simple, straightforward manner, so that people can immediately begin to start applying these, literally, right after they're done listening.
- Keith: Yes, that's exactly the point of these programs, to get them to where...I mean, they're called practical, right? So, we get them to where they can use them right off the bat.
- Geoff: Um hmm, and I should mention, too, that, you know, you and I have known each other for a while.
- Keith: Yeah.
- Geoff: And, I know that some of the things we're going to be talking about, we're going to be talking about them in very simple, clear ways. But, I also know some of the things you're going to be talking about, some of the things you're going to be teaching today, Keith...I'll be in my traditional interviewer role...some of the things you're going to be covering have never, as far as I know, ever been covered on any product, whatsoever.
- Keith: You know, that's one of the reasons that I'm so excited to do this, and that is, that these are far and away, some of the most advanced rapport techniques that you'll ever hear. These are some of the things that the masters of NLP are out there using, but they're not talking about. And, I'm very happy to bring them out into the public eye here today.

Geoff: And, I think there's also things that you're going to be covering, too...at least from my perspective, are things that you cover in such a different, distinctive, interesting manner that, you know, you're really talking about revealing things that literally, no one ever has, and we'll get into that with things such as Fourth-Dimensional Rapport, what you call Fourth-Dimensional Rapport, as well as what I call the Schwarzenegger technique.

Keith: Right.

Geoff: We'll also be covering Virtual Reality Rapport techniques, Core Rapport, Multi-Sensory Replication Rapport, and numerous other more traditional techniques, as well.

Keith: Yeah, so not only from the ground up, from the basic level, but we're going to get into some very, very advanced stuff here, and I'm excited about it.

Geoff: Good, let's get started. Rapport, Keith, what is rapport?

Keith: Well, rapport can take a number of forms. Essentially, it's a feeling of connection, a feeling of trust, sometimes, a feeling of liking, a connection between a person and another person, or a person and a group of people. And, a lot of the way that we utilize it, is to generate a feeling of trust or connection, and this is really vital when you're dealing with other people.

Geoff: So, who would naturally have rapport?

Keith: You know, it's funny that you should ask that. I was just out in town a little bit, and I had this funny thought. Nobody's ever had a Car Club, where they all have different kinds of cars, right? If you join some sort of club, it's all because you have something in common, there's something similar. They're older cars, or they're all Fords, or they're all Lamborghini's. People join these organizations, based on a common interest.

So, people that would naturally have rapport are people that have something in common. If you've ever been somewhere far away from your hometown, and suddenly, you run into somebody from your hometown, I mean, it's silly, maybe you grew up in the same town, and you never even met each

other, but you're like, "Oh, you're from there, too. Oh, it's so good to meet you!"

So, the common things are what generate rapport, and, in fact, lots of groups, if you take groups like Colts, or the Armed Forces, or religious organizations, one of the things that they do, in order to help generate rapport, is they create more and more of those common identifiers, so that people will look at each other and say, "Hey, they're one of us." You know, you go into the Army, and they cut your hair. They put you in a uniform, so that you'll look just like the other guys in uniform, or gals in uniform. And then, they have you march in step, so that you're literally, physically doing the same thing at the same time.

And so, to answer your point, the more you have in common with someone, the more natural rapport you'll fall into.

Geoff: So, rapport is, essentially, being in sync with somebody, and you could have rapport naturally with somebody if you had a common interest, maybe some connection via interest or some geographical connection. Like, the ultimate person, I suppose, that you would have rapport with would be like, say, your best friend.

Keith: Right, and if you think about your best friend, there's something that you probably have in common. You share an interest, or you share an attitude about something. You may be around the same age. There's a lot of different ways that rapport naturally happens.

Geoff: Um hmm. Why is it...why is this, and I do think this could be the most important Practical Guide we've ever done, why do you think rapport is so important?

Keith: You know, that's a really good question, and I think the reason is this, that whenever you're dealing with other people, whatever it is, you're going to ask them to do something. You're going to ask them to change their behavior, or you want them to buy something, or you want them to help you in some way. Well, you're not going to get very far without rapport. It just makes everything else easier. It's the basis for all the other NLP techniques.

For instance, if you look at the conversational hypnosis techniques, those aren't going to work very well for you

without rapport. If you look at anchoring, or the new behavior generator, or sleight of mouth patterns, any of these other NLP techniques, it's going to be worlds better if you do them with a feeling of connection, and/or trust, and/or liking between you and the people that are listening.

Geoff: And, even if you extend beyond the borders of the NLP world, even just placing an order in a restaurant, or literally, even asking for assistance on a phone call that could be regarding, you know, anything as unimportant as movie times, rapport's going to benefit you.

Keith: Yeah, absolutely, and the choice to turn rapport on or off is very important, as well. But, you're right, it makes your whole life easier.

Geoff: Yeah.

Keith: It makes dealing with every single person that you come in contact with you, it gives you some aspect of power, some leverage, some ability to steer the situation the way that you want it to go. It will help you everywhere.

Geoff: So, really, being in rapport with somebody, will improve all aspects of your communication, period.

Keith: You know...

Geoff: Would that be safe to say?

Keith: That would be safe to say, and, in fact, I think of rapport many times, as communication, but it's typically not conscious communication. It's not what we call content, as opposed to process. It's communication on unconscious channels. And, if you think about the stuff we talked about, like wearing the same uniform, or getting the same haircut, or marching in sync, those are all things that create this synergy, or this synchronization between people, which is large an unconscious influence.

The guys that are marching in step don't think, hey, I'm marching in step, so I like this guy, but the rapport is so strong, that sometimes, they end of giving up their lives for another person because, hey, he's one of us.

Geoff: Uh huh, well, good, well, when you think about rapport, and about people in your life, and when you start to talk about or teach rapport to others, I think one of the common misunderstandings by some people, is that it's manipulation. Could you address that for a minute?

Keith: Yeah. I think that is a criticism that's leveled a great deal. And, I think that mostly, it's people that don't understand how rapport works, and what it is that say that. A lot of people focus on the words they say, for instance, and not how they say them. Well, how they say them might be part of the rapport process, and it's unconscious communication. We talked about this before, it's unconscious, as opposed to conscious, usually. So, if you don't communicate on an unconscious level, you're not honoring that whole multi-level of communication. You're just saying words, right, empty words.

We've all had conversations where somebody just said empty words to us. Well, rapport honors communication on all levels. And, the other thing is, rapport is a two-way street. In other words, if we get into rapport with somebody, we understand their viewpoint better. And, therefore, we can help them get what they want better. And, in fact, we will most likely like them better, so we'll be less likely to try to manipulate them against their best interests.

And, you know, there's some products out there that are basically, hey, use these rapport techniques to make people do stuff they don't want to do. And, you know what, in my experience, that just doesn't work. One of the main reasons it doesn't work, is because once you establish rapport with somebody, you want to help them, because you like them.

Geoff: So, when we talk about rapport techniques, and we're talking about these strategies, we're not talking about an evil...I don't think, for me, manipulation, the word, "manipulation," does not have a positive or negative connotation to it. I know it does for a lot of people.

Keith: Right.

Geoff: But, just to reiterate, when we're talking about getting into rapport with people, we're not talking about, hey, we're going to manipulate them and get stuff from them. What we're talking about is communicating in a more complete way.

Keith: Well, you know, even if you're in sales and you want more people to buy, you need to find out where the other person is, right? You need to figure out what their needs are, you need to know what it is that they want, what it is that they desire, what it is that they can do. And, if you get into rapport and, as you say, get a more complete communication, it's much easier to figure that out. It's also much easier to figure out how whatever you have can help them.

Geoff: Um hmm.

Keith: And, just as an example, you know, somebody might come into a car lot to buy a car, and they might have 1,000 different reasons for buying a car. They might, you know, safety might be their main concern, money might be their main concern. Reliability of the car might be their main concern. And, you don't know that until you establish communication with them. So...and, most sales people go out there, and they are trained to deliver their pitch, which may or may not hit these key points that the buyer has. Better to get into rapport, to gather information, and use that rapport and information to give them what they want. It's much faster. You don't waste so much time.

And, you know, I'm bringing up the sales scenario, because it's the one where people think about manipulation the most. "Well, he's going to use rapport techniques to manipulate me into buying a car." You know, well, that's not the way it works. It's more efficient for the sales person, it's more efficient for the customer. The customer's going to end up more satisfied, because that sales person's going to get them what it is that they want, as opposed to trying to force something on them that they don't want.

Geoff: Good enough. OK, so we know that rapport means, essentially, being in sync with somebody.

Keith: Right.

Geoff: We know that people like people who are like themselves.

Keith: Yeah.

Geoff: We understand that rapport can be based on anything from shared experiences, to interests, to literally, something as simple as what they're wearing.

Keith: Yes.

Geoff: So, taking this a step further, on a deeper level, what do you think rapport is really about?

Keith: I think it's about just what you talked about, which is unconscious communication. In fact, when I'm in rapport with somebody, I kind of imagine this flow of communication going back and forth between us. It's like a pipe or a conduit of unconscious communication, which is going both ways. And, literally, that's one of the things that I do. That's a little advanced for where we are right at this second, but literally, one of the things that I do, is I begin to imagine that I'm connected some way, that there's a physical connection, almost, between myself, and whoever I'm working with. It's about unconscious communication.

Geoff: Uh huh. Well, good. Well, I think that gives us a good launching point, and I think at this point in time, we should get straight into the actual techniques for rapport development.

Keith: OK, you know...and, you mentioned that at a good time, because I'm just thinking about this show I saw on the Discovery Channel at one point. And, they had gone out and studied people in a bar-like scene. In other words, they created a scenario where people sat around and talked, and walked and talked, and were having a good time, and were meeting each other. And then, they went back, and they asked people to rate the people that they'd met as to how well they liked them.

And, they noticed that the people that liked each other had certain things that they did, and that was, they tended to stand in the same way, they tended to speak at about the same rate, they tended to have the same posture. And, if one of them lifted their hand up, for instance, to their hair, to brush their hair, usually within a few seconds, the other one would lift up their hand to do the same thing. So...and, the thing that the Discovery Channel said was basically, people that like each other are similar to each other. People that are similar to each other, like each other. But, what they

missed was the concept of where is the driver here? In other words, you can actually begin to act more like somebody else, and then, that will begin to generate more rapport with that person.

So, it's literally, not only a phenomenon of people acting like each other and liking each other, but it can be a cause of people liking you, it can be a driver. So, most of the techniques, most of the basic rapport techniques revolve around acting like another person, having the same behaviors that another person does.

Geoff: OK, so, in laying out these tools, then, there are going to be a series of ways that people can get in rapport with others, and a lot of it's going to involve them altering or changing their behavior to be more like the other person, who is, then, going to find them more attractive to them. Not in a sexual way, but I mean, they're going to feel a sense of inner comfort when it's done well, when it's done the way it should be, on an unconscious level.

Keith: That's exactly right. A sense of inner comfort is one of the best descriptions I've ever heard of it. And, by the way, you used the word, "attractive," and it depends on the context, but it can lead to being attracted to somebody, it can lead to a feeling of trust. Or, it can just be liking. It's going to vary with the context, but yes, a sense of inner comfort through matching or mirroring, as we call it, behaviors.

Geoff: And then, when there is that sense of inner comfort, it's going to make everything flow easier, so it's going to make business flow easier, relationships. It's going to make anything you want to achieve, or build on, or any outcome you desire easier to reach.

Keith: Yeah, if you just think of what's it like to have a conversation with somebody that you don't like, and is very difficult, and fights with everything you say, as opposed to what is it like to have a conversation with somebody that you like, that you've known for a long time, where things are just smooth? I mean, it's a world of difference. You can go through your life fighting everybody and fighting everything, or you can go through your life with the choice of being able to create much, much more of that smoothness, that inner comfort, and that rapport.

Geoff: Very good. Let's talk about some specific techniques. Let's talk about, say, like, mirroring, or matching, or cross-matching, or mismatching. Let's cover some specific techniques.

Keith: OK. Well, the first thing that you can do, and one of the easiest basic, but very powerful, NLP techniques, is to take on the same posture as someone else. So, if they're sitting with their legs crossed, you sit with your legs crossed. If they're leaning back, you lean back, right? So, that's a very basic one.

Geoff: So, when we're looking for things in other people that we can model, or mirror, or match, we could look at their posture.

Keith: Yes.

Geoff: We could look at what else?

Keith: Well, let me say one more thing about posture before we move on, and that is, there's a difference between mirroring, as we say, or mimicking. Now, there's a certain point when it becomes too...it becomes like copying someone, as opposed to being in their world, and rapport is about stepping into somebody else's world. So, you want to do this enough to where you're doing something like what they're doing, but you don't want to mimic them, or copy them, exactly. So, that would be one thing.

So, one thing would be body posture. Another thing would be rate of speech, because some people will talk very, very quickly, and some people will talk very, very slowly. And, when two people are talking, and one's very fast, and one's very slow, it's just very difficult for them to communicate with each other, because people process information at different speeds, and usually, if someone's talking slowly, it's because they process information at that speed. It's not that they're dumb or slow, it's just that that's how they like to work.

So, if you feed the information back to them in just the way that they like to work, well, it just goes in much more easily. So, posture, rate of speech, breathing...breathing rate is one that's a lot of fun to work with, sometimes. And, for those of you who know some about hypnosis, and how to induce hypnotic trance, you may know that speaking in time with

someone's exhale is a very powerful way to not only generate rapport, but generate trance. So, posture...

Geoff: And, why is that so powerful, Keith?

Keith: You know why I think it is? First of all, it's unusual, and anything that's unusual...not anything, but many unusual things can lead toward hypnotic trance. The other thing is, that it's largely unconscious, and it's a process...if you look at hypnosis, for instance, it's a process of moving from the conscious to the unconscious. So, everything that you do that emphasizes the unconscious and brings it up to the foreground, leads to a trance. So, breathing is a very unconscious process. We don't have to think, consciously, to do it. Well, we'd be in trouble if we had to think, consciously, in order to breathe. So, it happens very naturally and very automatically.

So, any physiological system like that, anything that we do without thought that is an unconscious behavior, if you generate rapport with that, do something that is in time with that, or in sync with that, it'll be a very, very powerful generator of rapport.

Geoff: I see, I see.

Keith: In fact, I heard of a guy...there's some sort of cerebral spinal fluid that moves through, and you can feel it pulsing in your head. It happens about seven times a minute, this particular system in the body breathes, and I heard a guy talking about how, if you just sort of gently squeezed in that rhythm, that it also generated a very, very powerful rapport. That system is so unconscious, that most of us aren't even aware that it happens. So, if you see any sort of rhythm that's happening in a person's body, and you can match it in some way, then, that can generate rapport.

Geoff: OK, so we can watch their body posture, we can watch their breathing, we could watch their gestures...

Keith: Yeah...

Geoff: ...what else?

Keith: ...now, we haven't talked about gestures much, although you mention it there, and I think it's important. We'll get into

this more in the advanced portion, but it's important to realize when you're generating rapport, you don't gesture at the same time that they do, you know? You may gesture in the same way, but if somebody says, "Hey, I went to see Joe," and they motioned to the right, your hand doesn't flop out there. But, if you talk about Joe, then you gesture, maybe, to the same place. So, it's not a mimicking. You're not doing exactly the same thing at the same time, necessarily, but you're, more or less, in the flow with them, and in sync with them.

Geoff: OK, and later on, we're going to talk about how we can utilize these techniques to really be more successful financially, be more successful with relationships, be more successful with even business, and how to utilize these techniques on the phone, and from a distance, and so on. But, right now, what it sounds like you're saying, is what we want to do, is we want to, essentially, become a master observer.

Keith: Yes.

Geoff: And, really note the way other people behave, and the way they're seated, and the way they move.

Keith: Sure, the way they tap their foot, the way they maybe are rocking back and forth in rhythm, the places they're looking, everything about them. That's right, the way they speak.

Geoff: Um hmm, so, for instance, if someone were tapping their foot, how could we use that to develop rapport?

Keith: Well, we could tap our foot, or we could choose some other motion or behavior that would be in time with their tapping of the foot. And, if you were to say...if you had a pencil, and you were moving your pencil back and forth at the same rate that they were tapping their foot, that would be called cross-matching, or cross-mirroring. So, in essence, you don't have to do exactly the same thing that they do. You can do something similar, or use some other system to get in sync with what it is that they're doing.

Geoff: So, it's the rhythm that's important, it's not, necessarily, that specific motion.

Keith: You're right, and rhythm is more important in some things than others. Obviously, breathing is very important, and rhythm is very important in breathing, and obviously, if someone were tapping their foot to a rhythm, that rhythm might be important. In fact, in my experience, sometimes, you'll watch somebody tapping their foot, or they're moving their fingers, and if you start to move in that same rhythm, no matter whether it's with your foot or something else, you can even, sometimes, tell what song is going through their head. And, I mean, that's almost like mind reading, right? You're literally using your physiology to step into their mind.

And, the reason behind this is, and I'm glad that you mentioned this, when you take on a certain physiology, it changes your neurology. It changes the nerve patterns, it changes the firing of neurons in your brain. It was either Mark Twain or Shakespeare, I don't remember which one, that said, "If you want a character, assume it." In other words, if you want to be honest, act like an honest man, stand like an honest man, right? Breathe like an honest man. Your physiology changes, your neurology changes when you change postures, for instance.

So, this really gives you a tremendous amount of information, because as you change your posture and your behavior to match someone else's posture and behavior, you begin to think more like they do, literally, in terms of your thinking patterns, and your physiology matches. So, it's a tremendous way to gather information.

Geoff: So, you bring up an interesting thing here, and that's gathering information. So, essentially, what you're saying is, that someone could be, say, replying with an answer that might sound 100% truthful, but their actions, or their posture, or the way they look would be incongruent. And then, so, as we're developing rapport with somebody, if we were to establish that connection physically, then, it would allow us to more easily identify more congruent statements.

Keith: What if you're talking to somebody, and you're saying something, and you're in rapport, and then, suddenly, you understand that they're disinterested in what you're saying?

Geoff: You know, there's a great example, I think, that people will be able to see and believe on the DVD, and I think on the DVD, I believe you did of the New Behavior Generator. You

got into rapport with somebody for a practical guided new behavior, you got into rapport with somebody, and that person replied with what they believed was an honest response, that they had completed the process, and they felt better about it. But, the fact that you were in rapport with that person, and you, yourself, were standing like them and had the muscle tension that they had, you were able to say, "No, not yet."

Keith: Exactly, so I believed his physiology, which I was feeling myself, as opposed to his words.

Geoff: And, when you told him that, I think there was a sense of, "He's right, he's right."

Keith: Exactly, well, you know, and that's the kind of...because, once again, you talk about unconscious communication and conscious communication, and I give a lot more weight to unconscious communication. It carries a lot more...I trust it a lot better. And, you'll see it a lot, when people are incongruent, they say one thing, but they really mean another. "Oh, that's a lovely gift."

I'll give you a brief example. Back when I was about 19, I was a big fan of these jazz guitar players, and so, I asked my brother for a particular album. And, this was a long time ago, as you can tell by the word, "album." It was, literally, a vinyl album of jazz guitar. So, there was a present under the tree, and it was in the shape of an album, and I, of course, thought, well, here's my album, my jazz guitar album. So, I rip off the wrapping paper, and I'm about to say, "Oh, great, you got me..." and I'm about to say the name of the album. And, it was the album cover for "Dueling Banjos," and I said, "Oh, great," and I thought...and I went, "Dueling..." and I meant to say, "Dueling Banjos!" to show some excitement because, you know, I didn't want him to be embarrassed because he bought me this gift.

But, I said, "Oh, great, it's Dueling Banjos!" I just could not hide the tonality in my voice. It was unconscious, as opposed to conscious. Even though I was trying to force that tonality. And, my brother, who had gotten me the gift, just laughed, and laughed, and laughed. It was a gag gift, and he'd slipped some money into the cover. But, that's just an example. There's a lot of communication that goes on

under the surface, which you can trust a lot better than the communication that comes out of somebody's mouth.

Geoff: OK, so in looking at matching, and mirroring, and cross-matching, then, we can, literally, mirror someone's behavior. Once again, it's got to be outside their conscious awareness, or we're not achieving the right outcomes here. We can literally mirror someone's behavior, they move one way, they sit one way, we follow, or we could do like a cross strategy, where they, maybe, are tapping their foot to a certain pace. And then, we pick up that pace and that rhythm with our hand. So, literally, it could be someone tapping their left foot, and we could pick that up with our right hand.

Keith: Right.

Geoff: And, just tap at the same rate. And, we could pick up their breathing. We'd definitely be standing the way they are. Our feet would be in the same general...you know, it's interesting when you look at even feet, you know? It's like, some people will stand with their toes pointed inward, some people will be straight parallel. Others, will be like pigeoned, you know? And, so even some thing as simple as starting with the feet, allows you to start working with these rapport techniques that can really provide amazing results, so you could literally go from the feet on up, even with subtle little differences in the way they shift, in the way they stand, where their weight is held, forward, back, left, right, the way they breathe, the muscle tension throughout their face, around their lips, their forehead. I mean, all of this comes back to being a master observer.

Keith: Yes. And, that's step one, is being a master observer. Step two, is being flexible enough to produce these behaviors, yourself.

Geoff: Um hmm. And, you know, as you can imagine, there are literally probably tens of thousands of things that you could do to match someone else's behavior. You just went through a long list of them. Well, you can't keep track of all of these at once, so you need to develop the ability to do them unconsciously. And so, the first part, is observation, and the second part, is actually putting it into effect. In other words, being flexible enough to go to someone else's world, to do what they do, in order to get information.

And, we'll teach you some very advanced techniques for being able to do this, because it's too much to keep track of with your conscious mind. Now, with your conscious mind, you can sit there, you can sit in the same posture that somebody is sitting, and if you work hard, you can maybe speak at the same rate of speech that they have, but there's a lot of stuff to keep track of, and mostly, you don't get taught how to do this unconsciously. And, the unconscious mind is the only part of the mind that's powerful enough to do this on multiple levels at once.

Geoff: And, when you talk about speech, there's all different things you could do with speech. You could adjust the tone, as you mentioned, the speed. You could also adjust the vocabulary. You could adjust an accent. I'm not saying that you should instantly pick up an accent, but even just a simple little change in the way a word is said in one geographical area will create that feeling of connection, that comfort inside someone else.

Keith: Yeah, and, of course, there is a limit to what you can do, in terms...like, for instance, you won't, necessarily, be able to pick up a complete accent. For me, I lived for several years in the South, so it's easy for me to add just a little touch of the accent back. I never do it on purpose. It's just when I start talking to somebody from the South, my voice just kind of naturally goes that way, just a little tiny bit. And, like you said, vocabulary, very important.

I remember reading about the great hypnotherapist, Milton Erickson, who, he would actually go and study different kinds of people. He'd go and study bricklayers, and pipe fitters, and landscapers, to see what kind of language they used, because he knew that at some point, one of those people would walk into his office, and he'd need to communicate with them in their language. He was a true believer of going to someone else's world.

And, I'm glad you mentioned vocabulary, because there's another aspect of this, and it's called representational systems. And, the short version is this, people think with their senses. They think in pictures, they think in sounds, they think in feelings, smells and tastes, and they use words which let you know which of the systems they're working in. Somebody might say, "Oh, I see what you're saying," for a

visual, or they might say, "That rings a bell," if they were thinking, in terms of sounds.

So, you can reflect back the category that they're using. In other words, if they're using visual words, you use visual words. If they're using words that denote feelings, like, "Oh, I had a rough day," or, "It really hit me in the gut," well, then, you use words that denote feelings. "Oh, I can grasp what it is that you're getting across to me." So...

Geoff: So, what you're saying is that when people process information, when they process information in their daily life, when they're learning something, when they're communicating, when they're relating to their best friend, when they're talking to a stranger, whenever they process information, they're processing it in their own way, which is, oftentimes, going to fall down to one of three categories. Not that every single person is going to think along these lines 100%, but they're going to have one representational system that they're more comfortable with, and that could be...the way they process information may be by hearing, or by auditory means.

Keith: Right.

Geoff: The way they process information could be by seeing, or visualizing things.

Keith: Right.

Geoff: Like, your image, for example. Or, the way they process things could be by the way it feels, like how it feels inside, and that would be your kinesthetic.

Keith: Yeah, now, if you're effectively mirroring that person, you'll probably slip into whatever system of thinking that they're using at the time, anyway. But, you'll notice, people that use more words about feelings, typically, they speak more slowly. People that think with an auditory or a sound system a lot, they tend to speak at kind of a medium speed, often times, in rhythm. People that are visual often speak very quickly, and they're making a lot of pictures, you know, in their minds as they speak. It's easy to speak from a picture. You're imagining a picture in your mind, and you just talk about it.

So, as you say, people aren't "visual," or "auditory." Everybody has a mixture of these kinds of thoughts in there. But, usually, they'll lean on one more than the others. So, if you feed that back to them, then you'll find that you're in rapport. And, this works cross-culturally, by the way. There have been studies done that showed that matching what we call rep systems in language, generates a higher level on a certain empathy scale.

Geoff: So, just to reiterate somewhat what you're saying here, is that you, and everybody else that's out there right now listening to this, we all process information a little bit differently. We're going to have one way that's either going to come down to a visual, auditory, or kinesthetic, in the majority of cases, that we are going to be most comfortable with. And, it doesn't mean we're not going to process the other way, it just means predominantly, that visual system's going to be more comfortable for us.

So, let's say, for instance, I, right now, in analyzing my rep system, and I determined I was an auditory person. What that means is, really what I would have to do...or, what I should do, is I should become conscious of that, so that when I'm talking to someone, say, like a visual person, I can talk to them in words they are comfortable with.

Keith: Yes, and you're hitting on one of the key points of this recording, and that is, flexibility. For you to generate rapport with a vast majority of people, if you're going to run the whole gamut, and be able to get out there and get anybody to develop this feeling of trust and connection with you, you must be flexible. You must be able to speak in visual terms, and think visually, speak in auditory terms, and think auditorily. And also, with kinesthetic, and those feelings. You're going to want to be able to think from that place, you're going to want to be able to hold on to those.

So, now, as you mentioned, we all have the ability to think in all of these different systems, so, it's just a matter of a little practice in our flexibility to be able to move smoothly between them.

Geoff: OK, I think I hear what you're saying. Good. So, maybe the first thing, is people don't know what their rep system is, predominantly, maybe the first thing is, they should identify that, and then, they should start to become aware, and they

can do that through the workbook of the other rep systems that are out there, so that they can instantly identify what the person that they're dealing with, where they're at, predominantly, for their rep system.

Keith: Yes.

Geoff: Good, terrific.

Keith: And, you know, one great way to practice that, by the way, is to write a little story, you know, just maybe a half a page or a page, and just any kind of story that you want to write. And then, look back at it, and pick out all the sensory predicates, we call them, the words that indicate which rep system. Like, if you were to say, "It was a bright, sunny day," that would indicate visual. If you were to say, "It was a warm day," that would indicate feeling. If you were to say, "It was a smooth day. The day went smoothly," then, that would indicate feeling, as well.

If you were to say...you know, I always have trouble coming up with auditory ones.

Geoff: Sounds like it.

Keith: It sounds like it, "It sounded like a wonderful day." Right? That would be auditory. So, you go back through the story that you wrote, you pick out all of the words that indicate one particular kind of sense, and then, you practice writing it with the other. You write the same story, only with another system in there. And, that's a wonderful way to practice becoming flexible with these rep systems.

Geoff: Great, so in matching, mirroring, cross-matching, we become a master observer. We begin to take on their characteristics physically, as well as internally with the rep systems they are comfortable with, or their predominant rep system. We begin to communicate, once we do that, then, in a way that they are most comfortable. So, we're talking in visual, if they're visual; in kinesthetic, if they're kinesthetic. They're getting our communication in a much more fuller, more well rounded way, and they're feeling a sense of inner comfort inside.

We're also adjusting our vocabulary, to take into consideration where they're at. We're adjusting the rate that

we deliver the message, so that we're not sending it in too fast, or sending it in too slow. And, all of a sudden, they're starting to like us, and it's all happening, really, outside of their conscious awareness once again.

Keith: Yeah, that's right. We've packaged our communication in a way that it's easy for them to digest.

Geoff: Uh huh.

Keith: And, therefore, any message that you send through any channel is accepted more easily.

Geoff: Good. Let's talk about mismatching.

Keith: OK.

Geoff: Could you tell us what that is, and why we would want to use it?

Keith: Well, I'm glad you brought that up. Mismatching is...well, rapport is a choice. You don't always have to have rapport with everybody, and sometimes, you don't want rapport with somebody. Sometimes, you want somebody to go away and quit bothering you, and so, what you might do is mismatch, and that is simply, you do the opposite of whatever it is that they do. If they're talking fast, you talk slow. If they're leaning back, you lean forward. If they're standing up, you sit down.

Geoff: And so, in doing this, then, immediately, the person gets a sense of discomfort, and that's going to allow you to disengage yourself from them.

Keith: Yeah, you know, there are people that you want to disengage with. And, actually...

Geoff: Particularly on airplanes.

Keith: Yeah, well, sometimes, you sit next to somebody that's interesting and you want to talk to, and sometimes, you don't. You bring up a good point, though, and the question is, do you want to get rapport with somebody that has a problem? Let's suppose...you know, I work a lot with therapists, and somebody comes in and their depressed, well, you don't want to be depressed. But, you need rapport

to get in there, and get something done, because they're not going to work with you unless you have rapport.

And, that's actually...so, there's kind of a middle ground, and that is, what we talked about before, which is cross-matching, which is, if they're breathing very slowly, you move your pencil back and forth very slowly. So, you're matching them, but you're not matching them with your physiology as much, so you don't need to take on their depression, or whatever it is. So, but, mismatching is the case where you want somebody to go away, you want to disengage, and you're exactly right. Can you think of some more examples of times when you'd want to disengage from somebody?

Geoff: Yeah, I think that if you were dealing with someone that you, as you mentioned, maybe someone you don't want to take on the characteristics of, I think that you could do that to protect yourself. I think if you were dealing with somebody in a professional situation that you wanted to feel discomfort. So, for instance, in my case, if I'm giving a presentation, and let's say I'm up before a group of people, and there's someone up on stage that I want to exert more leverage, control, however you might phrase it, I can immediately begin to mismatch them. They're going to get a sense right away of that discomfort, without anything really needing to be said.

Keith: So, you're, essentially, training them to change their behavior.

Geoff: Yes.

Keith: To say, hey, you better change this or you're going to get more of this discomfort. I don't like what you're doing.

Geoff: In a non-verbal way.

Keith: Right, that's very powerful. One of the ways that I like to use that, is to generate a little rapport, and then, take it away, because then, they feel the comfort, then they feel discomfort, and they're like, "What do I do? What do I need to get back in his good graces?" And, that can...you know, there was a study, by the way, I just reading a book, in which they studied, like anything else, with doctors, a very small number of them get the majority of the malpractice suits. So,

there was a guy that went and he made audio recordings of the doctors, and then, went back and said, "Hey, there's some difference I can tell between the guys that get sued the most, and that don't get sued."

And, the truth of the matter came down to this: The doctors that were sued, their patients didn't like them. The doctors that were not sued, their patients liked them, and, in fact, many people reported, "You know, well, the doctor, yeah, he made a mistake. He removed my brain, instead of my toe, but he's a good guy." All right, those were the people who didn't sue. And, this guy that went in and did the study, eventually, he could tell with a very high level of certainty, which doctors were going to get sued most, by listening to a 30-second clip of this doctor talking to a patient.

So, it was all about the level of rapport. So, there are even times when there's somebody that you don't like, that you're going to want to get in rapport, to make sure that you can protect yourself, to make sure that they don't want to do something to harm you. So, you get into rapport. If you're trying to mold their behavior like you are on stage, you get into rapport, and then, you take it away when they start to do something that is not, you know, along the lines of what you want. It also has a great effect on other people that are up on the stage, because if somebody's behaving in a way that's counter to what you want, and you break rapport with them, everybody else is going to recognize that.

Geoff: Right, yeah, so really...in fact, now, it occurs to me, yesterday, actually, we were at a title company, and we were doing a real estate deal, and at one point in time, I 100% broke rapport with everybody in the office. There was me, there was the representative from the title company, as well as the real estate agent. And, even in that case, it was extremely valuable, because it allowed me to more fully communicate.

Keith: Your displeasure.

Geoff: Yeah, yeah. Well, good, well, here is what I think I would like to do, Keith.

Keith: OK.

Geoff: I would like to cover any last minute things on this particular audio program, with regards to what we've been talking about. Then, what I'd like to do is to go forward onto the next audio program, and get into some of the more advanced techniques. I want to cover Fourth-Dimensional rapport, I want to cover what I call the Schwarzenegger technique, the Virtual Reality Rapport technique, Core Rapport, Multi-Sensory Replication Rapport. I want to talk about what is really your master's secret for practicing rapport. And, I want to talk about how people can begin to automatically use these techniques without any effort or any conscious awareness. I want to get into Distance Rapport techniques, and I want to cover how we can utilize these for our financial benefit, our relationships, as well as our business.

Keith: Well, that sounds good. I think we've done a good job of covering the basics of rapport and how to do it. Essentially, it's developing that feeling of inner comfort between yourself and another person, or a group of people, and that you get it through matching or mirroring, as we say, aspects of their behavior, and that there's a whole string of ways that you can do that, including body posture, stuff with your voice, and so on. I think we've done a pretty good job.

Geoff: And, you know, I think everybody listening, I think everybody listening has had that moment in their life where they just bumped into somebody, and liked them instantly, and got along with them perfectly, and was just immediately attracted to them, and felt a sense of trust, and a sense of well-being. And, I think everybody has had that. And so, what we're really talking about is taking that experience, and creating that with every single person in your life.

Keith: Yeah, yeah, and that's powerful. And, it's very quick, too.

Geoff: Yes, very quick. Well, good, do you have any last minute comments before we go on, or have we covered everything very thoroughly?

Keith: I think we've covered it. Let's move on.

Geoff: Very good. Thank you, much, and I will see you at the next session, Keith.

Keith: OK.

Transcripts of Audio CD #2

- Geoff: Welcome back, everyone, to the Practical Guide to Rapport, and Advanced Rapport. I'm here with Keith Livingston, and my name is Geoff Ronning. And, Keith, on this segment, we're going to get into the more advanced techniques. We're going to assume that everyone has already listened to the foundational rapport information that we've already gone over.
- Keith: Right. So, this particular portion is going to be the advanced techniques, that's exactly right. Later on, we're going to give some people some things that they can do to help generate these rapport techniques automatically, without thought, distance rapport, rapport techniques on the phone, for finance, for personal relationships, for business. We're going to cover all that. This particular section is going to go into some really supercharged stuff that I'm very excited about, now that we've covered the basics.
- Geoff: Yeah, now, these techniques that we're going to get into, I have had the pleasure of hearing you discuss before. We have discussed these techniques. And, I have to tell you, and I've told you this before, Keith, I think the way that you approach rapport, and I think the way you talk about it, and some of these techniques, to me, are just really exciting. I mean, they are interesting in the sense that some of these things that you're going to start talking about have never, ever been talked about, with regards to rapport development.
- Keith: Well, thank you very much, Geoff, and I do think it's a result of me thinking about this a lot, and talking it over with people, and spinning it around in my mind, and once you begin to think about rapport in a certain way, the possibilities become obvious, and also, new ways to use the techniques become obvious. And, you know, I think there are a lot of NLP people out there that don't really understand fully how to use rapport, and I think there are those that do, but don't reveal all that they know.
- Geoff: Or, maybe they aren't even aware of the techniques they're using.

Keith: Yeah, I think most people that are really good at rapport don't understand how they generate it. They probably, you know, out of their mouths comes the same old thing, well, you sit like they sit, you use the same words that they use. But, there really is a deeper undercurrent there that is very powerful about how to generate this stuff, to really create that feeling of inner comfort and trust between people.

Geoff: OK, so right now, if you're listening to this, you should have already listened to segment one. If you haven't, go back and listen to that, because this will not make sense, completely, if you haven't. But, we'll go forward from here. We'll assume you've listened to segment one, and let's talk about this first technique, which I just think it's terrific. It's a technique called, "Fourth-Dimensional Rapport."

Keith: Yeah.

Geoff: By the way, I love the technique, and I love the name, as well.

Keith: Well, Fourth-Dimensional Rapport takes advantage of the fact that one of the very important ways that human beings code things, is the way they code time in their minds. Now, everybody...well, almost every culture on the planet codes time spatially. In other words, somebody says, "Put it behind you," or, "It happened way in the past," usually, they point or gesture, or look in a specific direction when they do that. How many times have you seen somebody, you know, with their hands out in front of them, and they're saying, "Well, five years ago..." and they motion to a particular spot, "...this happened," and then, they motion to a different spot, "and that happened." That is that person's way of sorting time.

And, if you want to generate rapport with this very powerful, unconscious spatial time sorting, what you do, is you match what it is that they do when they talk about time. It's completely unconscious for 99.9% of the population, and it's very powerful.

Geoff: OK, so just so that I understand this clearly, and let's assume for a moment that no one's ever been exposed to what we're talking about before.

Keith: Right.

Geoff: What you're saying is that the majority of us organize our memories, our past memories, as well as our present, and our future in a physical way outside of our head. Would that be a clear way of saying it?

Keith: Yes.

Geoff: So, when we think back, some of us might think back to a memory in high school, and we may, literally, think that memory is behind us.

Keith: Well...

Geoff: And, we'll reveal that by the way we point. Others of us could point to the left or to the right, and we're each going to be set up a little bit different, with regards to where our past is, where our present is, and where our future is.

Keith: Yeah, exactly. Now, you used the words, "think back," which would indicate that the past may be somewhat behind you, for you. Now, different people organize time in different ways, so you have to notice what it is that they do. But, you're exactly right, everybody has a way of organizing time, or several ways of organizing time, and they will show it to you with their gestures, and, sometimes, their speech.

Geoff: So, if no one's...you know, if there are people who have never been exposed to this, what would be really interesting for them right now, is as soon as we're finished, it would be really interesting for them to go talk to somebody, maybe a friend, a loved one, a family member, and just ask them, "Hey, when you think about our last vacation, where is that memory, literally? Is it behind you, is it in front, is it up, is it down?" And, if no one's ever gone through that process, I think they'll find it really interesting that, indeed, we do store this timeline outside of ourselves.

Keith: Yes, and you know, there's a couple of different ways to elicit a timeline, in other words, to figure out how somebody stores time, and the standard NLP way, although, what's remarkable about this, is that people haven't really applied rapport techniques to timelines, and it can be really powerful. But, the standard way to do it is to think of some neutrally...emotionally neutral event, like, let's say, brushing your teeth, and say, "Think of brushing your teeth yesterday, and think of brushing your teeth five years ago." And then

you compare these, and you know, as I'm talking, I'm motioning to different places, so I can tell where my timeline is, but you compare these thoughts, where they're located spatially around you in your body.

And, usually what you'll figure, for most people, there's some sort of line. It could be a straight line, or V-shaped line, or curved line, where the past goes off in a direction, the future goes off in a direction. So, therefore, when they're talking about something that relates to time, they may motion or look in those particular directions to indicate where they're speaking about.

Another way, a very easy way, is just to ask people, "Let's suppose that you have a future in your past. If you had to point to your past, what direction would it be? Just the first thing that comes to mind." And, often, they'll just point out their timeline. And so, we use this spatial organization of time, as you said, time is stored around our bodies in physical space. And, we use that to generate rapport.

Geoff: Interesting, so if people have never studied timeline, or this is a new concept for them, I think when they start to realize this, and they start to experiment with it, I think they're going to be blown away by how really powerful this is to connect via rapport.

Keith: Yeah, and I think the reason that it is so powerful, is that timelines are so pervasive. In other words, it's a fundamental organizational principle of how people deal with their experience. One of the ways that we deal with it, is that we sort it into categories as to how long ago it happened, or how long in the future we think it's going to happen. And so, it's a fundamental principle, and when you establish rapport on such a fundamental level, well, it's a very fundamental rapport.

Geoff: And so, we walk around, we go through life, we go through life creating this timeline, and we have a past, we have a present, and we have a future. And, we go through life, if we've never been exposed to this sort of thinking, not even realizing that's the case. I think the majority of people go through life thinking, "Oh, my memory is just in my head," or, "My present's in my head," or, "My future's in my head." So, it can be very revealing when they're exposed to this sort of

thinking, and they realize, well, wait a minute, my past is there, my future's there. This is where my present is.

Keith: I tell you, it is very revealing, and there's a number of things that you can find out, just by watching someone's timeline. For instance, I've had several cases where people have come to me because they've had some traumatic event in their past. And, when I figure out their timeline, their past is off in one direction, their future is off in another, but when they talk about the traumatic event, they talk about it as if it's in their future. And, that's an indication to me that their mind is so worried about it, it's considered so many times, "What if this happens again, what if this happens again?" that it's literally put that event in their future, and that's why they're scared.

Now, once you work with them to help them to understand how to avoid that kind of thing, then they can put that image or that event back in the past on their timeline, and move forward without the fear. There's just a multitude of things that you can tell, and a multitude of levels of communication on which you can communicate, once you understand how a person sorts time.

Geoff: So, give us some specific examples of how we would go about understanding that, and then, some specific examples of how we could apply that to developing rapport.

Keith: OK. Some specific examples would be, if someone is talking about...and, it has to be when they're talking about time. When they're talking about a particular sequence in time, then you can watch where they're gesturing and where they're looking, and figure it out. So, but suppose you're a sales person, and somebody says, "Well, in the past, I've bought so and so's product, and I think in the future, I'll probably buy their product, too." So, they motion one place for the past, and another place for the future. Well, where are you going to want to put your product? You're going to want to put in the place where they motioned that other guy's product, in the future.

So, what you would do, is you could either gesture in the same way, in other words, you gesture with your left hand for the past, and your right hand for the future, if that's what your customer did. Or, you could point at where they gestured. So, you could say, "OK, Mr. Smith, now in the

past,” and you could point to where they had pointed. “Now, in the future we hope that you’ll consider our product.” You’d point toward their future. So, it’s just as simple many times, as gesturing to the same place where they gestured at the appropriate time. That’s technique number one.

Geoff: And, you say it’s that simple, but really, I think that it is that simple on a physical level, but I think it’s also extremely complex on an intellectual level. Complex, not in the sense that it’s difficult, just complex, in the sense that most people never even try and get rapport on a timeline basis.

Keith: It’s profound, is what it is. It’s very, very powerful, because what happens when you gesture the same way that that person gestures, or gesture at the spots that they’ve gestured toward. You’re saying to that person’s unconscious, “I understand you in a way that nobody else has, and I am acknowledging your communication. I’m acknowledging your unconscious communication.”

And, when communication gets acknowledged, that’s when the pipeline opens up really wide, and a lot more information can begin to come across. So, you know, people’s unconscious minds, they’re sort of like the kid that’s in the back of the classroom, that’s been ignored all year. And, finally, somebody comes up to him and says, “Hey, I’ve been noticing what you’re doing, and I value it.” And, you know, how if you do that to the right kid at the right time, it will just totally open them up to you, and they’ll really appreciate what you’re doing.

Well, people are walking around, and they’re talking to each other at conscious and unconscious levels, and sometimes, that unconscious stuff is just totally out of sync. And, when you get that in sync, and start acknowledging every piece of communication that comes across that pipeline, the flood gate’s open, and people go, “Oh, my gosh, this person really understands me.” And, that’s when you get that feeling of inner comfort, and you get a profound feeling of trust, and/or liking happening.

Geoff: You know, Keith, I feel like we’ve just kind of taken a step off a very, very, very...really, right off the edge of a cliff, right down into a very deep valley. I mean, I feel like we’ve just gone from talking about very basic, kind of rapport development techniques, to things that are extremely powerful, almost to the extent of mind-blowing, which you

can just do with even just this one little technique. So, Fourth...just to recap, so, Fourth-Dimensional Rapport is about identifying someone's timeline, and then, stepping into their world, and utilizing their timeline to communicate with them in a way that is more full, more complete.

Keith: That's exactly correct, and believe it or not, you can make it even more powerful. And, the way that you do that, is that you take on their timeline. In other words, whatever timeline they have, you install that for yourself because, then, you can really understand how they're looking at something.

Geoff: Um hmm.

Keith: And, the way you do that is simple. You look at how they're, perhaps, gesturing, and then, you imagine that your time is arranged in exactly the same way. And, you say...you know, you sort of ask yourself the question, "What is it like to have my past over here, and my future over here, and have the events lined up in this way?" And then, begin to see the events out in front of you, hallucinate them, perhaps, and sink into that feeling, and say, "OK..."

And, if you do this when you're in physiological sync with the person, you're mirroring them, you're standing like they are, breathing like they are, talking at the same rate that they are, you get a tremendous amount of information about what's going on inside their head, and that's where it's at, because you get all that unconscious communication, as opposed to just the words that are coming out of their mouth.

Geoff: That is great, and I think this leads us, naturally, into the next one we should talk about, which is the Virtual Reality Rapport technique, so we can literally become aware of their timeline, and we can install that in ourselves, at least temporarily. And, let's talk about, now, the Virtual Reality Rapport technique.

Keith: OK, well, the Virtual Reality Rapport technique, it really revolves around one concept that I think is incredibly important. It's one of the most important and valuable things that I've ever learned in my life. And, that is, that people store their thoughts around their bodies. You were talking about, just a few minutes ago, that people think they think in their heads, they think that time is in their heads, but it's actually out in front of them, spatially.

Well, the same thing is true for the rest of their thoughts. If they're thinking about their friend, Joe, and they motion to their left, they're motioning, probably, to an image of their friend, Joe. A lot of times, when they're talking about sounds, they'll put their hands up next to their ears, and literally, part of their mind is hearing that sound, wherever they're motioning at that particular time.

So, people's thoughts are stored out around side them. And, I think of it like a hologram, or something like that. It's like part of their mind is back in whatever experience they're thinking about, and the players are actually surrounding them. And so, when you're communicating with somebody, you are standing inside of their thoughts. Now, most people don't acknowledge this, but if you begin to acknowledge it, you begin to motion at the characters in their play, as it were, the unconscious mind says, "Hey, he or she is here, too. They really understand what I'm talking about, now. I know, because they're pointing at that thing that nobody else sees."

Geoff: Interesting, so, as people are communicating, then they're going to be creating these things kind of out of thin air, but at an unconscious level, they're going to be seen. Is that correct?

Keith: That's exactly correct, seen and heard, and felt. So, when they motion at their friend, Joe, when you talk about their friend, Joe, you motion, too.

Geoff: And, you motion at the same area.

Keith: The same area, and it can even go beyond that. What I like to do, is I like to begin hallucinating whatever it is that they're hallucinating, and if you, once again, take on their posture, their rate of breathing, their rate of speech, everything that you can about them, and you begin to imagine what it is that they're imagining out there. And, you know, a lot of times at first, I don't really have that clear of an idea of what's going on, what characters are in their play, but as they talk more, and I get more in rapport with them, I pick up more and more information.

And so, what I do is, I hallucinate their hallucination, and I talk as if it's real. And, that is taking their virtual reality, making it your virtual reality, and acknowledging that communication.

Geoff: Interesting. So, as you're talking to someone, you could be matching them, mirroring them, you're breathing at the same rate of speed, you're using the same words, you're using the same rate of speech. And now, all of a sudden, you can also start, literally, gesturing to what they are experiencing, or seeing, or hearing in their mind.

Keith: That's right, that's right. Can you imagine the power of that? They're doing things...I mean, people talk about in therapy, they talk about regression, and that means taking somebody back to a previous event and reliving it in some way, to help change whatever they're dealing with at the moment. Well, people regress all the time, and they do it naturally, and one of the ways that they do it is when they're talking about an experience, that experience surrounds them. Part of their mind literally believes it's back in that experience.

Now, I've heard you talk about the fact that on PET scans, if somebody's imagining something vividly enough, there's no difference. You can't tell the difference between when they're imagining it, and when they're actually experiencing it.

Geoff: When they're hypnotized.

Keith: That's right, when they're hypnotized. Well, that's what people are doing when they're talking about an experience, and they're talking about it in an animated enough way to where they're motioning at things. Part of their mind is literally, back in that experience, and another part of their mind is in the current experience relating it to you. And it makes sense to acknowledge and communicate with both of those parts of the mind, otherwise, you only have half the power with your communication.

Geoff: So, not only can you adopt their timeline, and literally be talking about their past, their present, their future, and acknowledging their timeline, but you can be acknowledging what they may be hallucinating, and more importantly, it sounds like what you're suggesting is, we want to start to hallucinate what they're talking about.

Keith: We want to start to hallucinate those images and sounds, mostly, that they store around their body, and communicate with them, yes.

Geoff: And so, this is starting to get a little bit more complex now. I mean, because I've got this image in my mind, and people are taking on all these attributes, and they're understanding the timeline, and now, they're surrounding themselves with what this other person is seeing, or hearing, or experiencing. And now, I'm starting to think, wow, I mean, what kind of connection would you have with somebody, if you had all this stuff going on?

Keith: Yeah, and that's the thought you should be having happening. It's literally, in many cases, it's mind-blowing to imagine how powerful this can be. And, we'll teach you ways to make it a lot simpler as we go along. So, you may be thinking, "Oh, there's a million things here. I can't keep track of all of this at once." Don't worry, you don't have to. There's some certain attitudes that you can take, and some certain techniques that you can use that will make this all much simpler to accomplish, on your end.

Geoff: OK, so the Fourth-Dimensional Rapport is utilizing someone's timeline. The Virtual Reality Rapport technique is utilizing their hallucinations. And, there's one that I call the Schwarzenegger Rapport technique. I know you're a little iffy with the title, and that's OK, but I call it the Arnold Schwarzenegger Rapport technique, and would you mind sharing that with us?

Keith: Well, essentially, it's assuming that you have rapport when you walk into a situation. One of the...and, you'll learn this from the other stuff that we put out, for instance, the New Behavior Generator and the Future Pacing system that we'll talk about on another product. But, one of the most important things is to have an outcome in mind when you go in. So, if you go in with the idea of having rapport with that person and, in fact, you begin to act like you already have it, it goes a long, long way to actually generating that rapport. And, I'm sure that's why you think of it as the Arnold Schwarzenegger Rapport technique, because he, certainly, has made some powerful assumptions about what he could accomplish.

Geoff: Yeah, now, I'm not the biggest Arnold Schwarzenegger fan on the planet, by any stretch of the imagination, but he does, to me...he does, to me, seem to be an individual that has made some assumptions in his entire life, and he came from

a foreign country and was extremely successful with the body building here. He, then, rose to the top of his movie career, and now, of course, he's into politics, extremely successful. And, so, that's why I think of it as the Schwarzenegger technique, because I have a feeling that if he lacked any confidence, or if did not have specific outcomes in mind, none of that would have been possible.

Keith: You know, when you bring up Arnold, it reminds me of Muhammad Ali. There's a great movie, I think it's called, "When They Were Kings."

Geoff: Uh huh.

Keith: You've seen this film?

Geoff: Yes.

Keith: Do you...it's about the Muhammad Ali, George Foreman fight. Was it the Thriller in Manila, or the one in Zaire?

Geoff: I think it was the Thriller in Manila, I believe.

Keith: But, anyway, before this fight...I remember it very distinctly, my PE instructor asked us how many people thought Muhammad Ali would win the fight. And, there was one kid who raised his hand, and he asked how many of us thought George Foreman would win the fight? And, everybody else raised their hand. And, he said, "Just remember this, almost every sportswriter, to a man, picked George Foreman to win this fight." He was unstoppable. Muhammad Ali was a decided underdog.

And, if you watch this film, you'll see him doing roadwork, so he's out there jogging along, and you know, shadowboxing with his posse there, and you can...he is visualizing the fight so completely, that you can almost see George Foreman standing there, as he's shadowboxing. And, he's talking about how he's... "Oh, I'm gonna whip you, George," you know, Ali's rhetoric. And, I believe that he won that fight because he hallucinated so powerfully winning this fight. And, he won, of course, and astounded everybody, and it's one of the cornerstones in his great career. And so, what he did...

Geoff: He really won the fight before he even entered the ring.

Keith: He won the fight before he entered the ring. He also had a strategy that nobody thought would work, which was Robe-A-Dope, which was, he was just going to sit in there for several rounds and take punches, and then, Foreman would tire himself out. And, George Foreman being one of the most powerful punchers in history, people, somehow, didn't think it was a great idea to stand around and get hit by him for a long time. But, Ali did this...very much accomplished this, because he stepped in, and he went into the ring with some assumptions, some visualizations he'd already created for himself.

And, that is what we're telling people to do here. You walk into the room, in your mind, already assuming that you have just the most wonderful rapport with the person that you're sitting down with, or talking to.

Geoff: So, go in, and just simply assume, and act as if they are your best friend, your long lost buddy you haven't seen forever, and by having that outcome in mind, it'll instantly generate it.

Keith: That's right, yeah, you have that outcome in mind. There's some great questions that you could ask, which will help you to put yourself in that frame of mind. If you were going to approach a person, and you were going to say, "Well, what would it be like if we just had instant rapport? If we instantly liked each other, trusted each other? How would we act, how would we relate to each other?" And then, you step into that, and then, you walk up there with that already having happened in your mind, and you go, "Hey, hello..." You have friendliness and warmth in your voice, or whatever it takes. So, it's very, very powerful, and it requires a lot less thought than, let's say, matching and mirroring. It certainly can be added to those techniques to boost the power even further. But, essentially, that's it. You assume you're going to get rapport. You ask yourself, "What is that going to be like?" And then, you do exactly what you see there in your imagination.

Geoff: Interesting. And, it's almost...it almost is, in a way, maybe the easiest way to get rapport, and probably the most interesting, to me, that we've talked about so far, because what you're essentially doing is really, you're putting yourself in the right mindset, or kind of almost hypnotizing yourself to get perfect rapport.

Keith: Yeah, exactly. Well, as you know very well, Geoff, sometimes, when you start to use a new skill, it's difficult. So, what you have to do with these things, is you have to practice some of the core pieces. Like, you go out and you know, we'll show you how to do this, but you go out and maybe, you practice matching somebody's posture, and you do that for a few minutes every day for a week. And then, another time, you go out and you practice matching people's tonality and their rate of speech. And, you do that for a while. And then, what happens, is that those become second nature, or they drop into unconsciousness, and then, what happens is, those become a core skill base.

Then, you just walk in, and you say, "Unconscious, create rapport with this person like this," and you make that imagery of yourself, just having a great connection with those people. And, your unconscious will just use all of those skills that are now second nature, and unconscious, to create that scenario for you.

Geoff: Well, good, good, good, good, well, let's give people some more skills that they can utilize to create rapport. Why don't you teach us Core Rapport.

Keith: Now, that one is a nice turn of the phrase, isn't it? Core Rapport. Core Rapport refers to the fact that people not only store images and sounds around their bodies, their thoughts, but they also have feelings. Feelings are another form of thought, and Core Rapport uses these feelings that are inside the body, not only to generate rapport, but to use the power of anchoring to really boost the power of rapport.

So, for instance, people will often point to a part of their body, or motion to a part of their body when they're experiencing an emotion. They might say, "Oh, my gosh, I just felt so wonderful," and they'll put their hand on their chest. Or, they'll say, "Oh, I was so scared, my stomach started to tremble," and then, they might point to their stomach. Well, what happens, is that those are what's called anchors for those people. When those people put their hand on their chest, they immediately begin to feel that wonderful feeling, or if they point toward their stomach, or put their hand on their stomach, they immediately begin to feel that queasy feeling. They're stimulus response conditions, and what happens is that if you acknowledge that

communication, and point to the same part of their body, as you're talking about that particular subject...

For instance, if someone says, "Oh, my gosh, it was wonderfully freeing," and they put their hand on their chest, if you point to that spot on their body when you're talking about a freeing feeling, not only does it generate rapport because the feeling is in the core of their being, and you're acknowledging that communication, but also, you're firing off that internal, that self-anchor of theirs, so they're going to get the communication that says, "This guy understands me." Plus, they're going to get the feeling, and if you're talking about freedom, and they're feeling freedom, that is rapport.

Geoff: So, while people talk, they can have these internal anchors, they can have these internal representations, and essentially, we want to, as we're communicating with them, become conscious of them so that we can utilize those in communicating with them.

Keith: Yeah, because not only is it rapport, but you're firing off those anchors to increase the rapport even further, because it's one thing to be in rapport with somebody and talk about a feeling of freedom, for instance. Now, if you're really in rapport, they're going to go along with you, and they're going to be inside your world, so they'll be feeling a little bit of freedom, too. But, if you fire off an anchor, which doubles that feeling of freedom, wow, it's just fantastic.

Geoff: That is great stuff.

Keith: So, you're, essentially, using the person's own internal unconscious communication system to communicate with them.

Geoff: Um hmm.

Keith: And, many of the most powerful emotions that people feel are self-anchored. In other words, they can fire them off, themselves, just by thinking about it, or by touching a particular part of their body, or by standing in a certain way.

Geoff: Interesting, interesting. So, I feel like we've just entered like this whole other area once again. It's like...you know what? Maybe a good metaphor for these is almost as if doing the initial thing, that we entered a house, and this house had

several rooms. And now, we are, like, taking an elevator, literally, to the top. Now, we're not going through rooms, we're passing through floors, and having all of these new strategies and techniques revealed to us.

Keith: Yeah, you know, to me, I like the house metaphor. To me, it's like you walked into a door of a house, and you thought the house was just your basic, everyday house, and then, you opened the door, and suddenly, you discover it's a mansion. I mean, there's so much more to it than you thought. And, that's certainly been my outcome here, was to look at rapport, and I've studied it for a long time, and thought about it, and practiced it for a long time, to look at it from that viewpoint, and say, "Hey, you know, what is it that we can do, what other techniques can we combine with this? How is it we can understand this better to really make it much, much more powerful than you could have ever imagined?"

Geoff: Great, and there's one more door we want to open before we start to tell people how they can, literally, begin to utilize these techniques automatically, as well as how they can apply them in different areas of their life. And, that final one would be the Multi-Sensory Replication Rapport.

Keith: Multi-Sensory Replication Rapport. This one, it's very unique. Usually, what people will tell you, is they'll say, "If you really want to understand somebody, what you want to do, is you want to take their words, and change their words and feed them back to them, to find out if they understand you or not." So, if somebody says, "You know, I really would like to be more satisfied," then, you might go inside your head and say, "Well, what do they mean by satisfied? They probably want to make more money at their job." And so, then, you say back to them, "OK, so you want to make more money at your job." And, they say, "No, I want more satisfaction." And, you say, "OK, satisfaction, what do they mean? Well, they want better service at a restaurant."

So, you keep guessing, you keep changing what they say, guessing at what they say until you get it right. Now, this can be valuable, in terms of trying to figure out exactly what it is that somebody means. But, it does not generate rapport, as you can imagine. If somebody says, "I want more satisfaction," and you say, "You want more money at

work,” and that’s not what they’re thinking, they’re going to go, “This bozo doesn’t understand me at all.”

Geoff: Right, they’re not listening.

Keith: They’re not listening, exactly. So, that is a technique that’s often taught in psychology, for gathering information. However, to generate rapport, what you want to do is feed back exactly what they say, but not only the content of what they say, but you want to do it in a multi-sensory way. You want to feed it back...you want to feed back the rhythm that they speak it to you, you want to feed back the gestures that they’re using, and any other thing that you can think of, you know, all the components of their communication, feed them back exactly. So, if somebody says, “I want more satisfaction,” you say, “OK, you want more satisfaction,” and you motion to the same place that they motioned.

Now, what’s their internal answer going to be? It’s going to be yes.

Geoff: He understands me. They understand me, they’re listening, they care about what I feel.

Keith: That’s right. Now, you can always go in and get more information if you need it, and you say, “Hey, you know, just to find out exactly what that is, what would satisfaction be to you?” But, what we’re talking about here is not gathering information, but getting rapport, and so, you want to feed back their exact words with their gestures, with their intonation, with their rate of speech. So, you feed back their communication in a multi-sensory way. Now, this will, sometimes, be kind of funny, because somebody will say...maybe, they’ll put their hands out in front of them, you know, in kind of an oval shape, and they’ll say, “It was kind of....uh,” and so, you feed it right back to them, you say, “OK, so it was kind of...uh,” and they go, “Yes!”

Now, you haven’t really gathered any content information. You don’t even, necessarily, know what they’re talking about, but on the unconscious level, which is so much more powerful than the conscious level, you’ve fed back all of the communication that you could, and their unconscious is going, “Yeah.” And then, that person is much more open to giving you more information.

Geoff: I think I understand it. So, with the advanced techniques, it's going to build on what we talked about previously, we're going to take into consideration the fact that we're going to be a master observer...

Keith: Yeah.

Geoff: ...and, we're going to view the way they move, the way they shift, the way they are seated, the way they talk, the manner in which they talk, the manner in which they breathe, the manner in which they do everything. And then, we can start to utilize these advanced techniques after we've matched them, and mirrored them, and cross-matched them. And, the advanced techniques, and it could be one of these, or it could be a combination, right?

Keith: Right.

Geoff: It could be the Fourth-Dimensional Rapport technique, where we're acknowledging and stepping into their timeline. It could be the Schwarzenegger technique, where we're going in with the assumption that we're going to have perfect rapport. It could be the Virtual Reality Rapport technique, where we're literally going to start to hallucinate what they are hallucinating as they communicate with us, and we're going to reference those hallucinations. It could be the Core Rapport, where we're, literally, going to utilize what they experience internally, and where they anchor these feelings. Or, it could be the Multi-Sensory Replication Rapport, or any combination of those.

Keith: Yeah, and you'll find that they, naturally, blend together pretty well once you start using them.

Geoff: Keith, you've thought way too long about this rapport.

Keith: I need to get a life, is that what you're saying?

Geoff: Well...

Keith: Well, I can easily get one now.

Geoff: OK, well, those are, you know, unbelievable powerful techniques. You know I'm a huge fan of yours, and I think that once people really start to utilize these techniques, they're going to be blown away by how powerful they are. So, on the next audio segment, why don't we get into how

people can utilize rapport techniques from a distance, how to do it without even saying a word, how to gain rapport with people without even saying a word, how people can practice these techniques, how they can start to use these automatically outside of any of their conscious awareness, and then, how to use these, specifically, to benefit relationships, specifically to increase their financial success, and how to achieve more for business.

Keith: OK, Jeff, that sounds great, so we'll see everybody on the next audio program.

Geoff: Thank you all for joining us. We will see you soon.

Transcripts of Audio CD #3

Geoff: All right, well, thank you once again for joining me, Keith Livingston, and all those that are listening to the Practical Guide to Rapport and Advanced Rapport. My name is Geoff Ronning, and on this audio segment, we are going to talk to people about how they can utilize these techniques for their business success. We're going to talk about how they can use them for financial success. We're going to talk to people about how they can apply them in their relationships. We're also going to teach people how they can begin to practice these rapport techniques, as well as how they can begin to utilize these automatically.

Keith: Yes, and along those lines, we'll also give them a set of exercises to go out to do, that will make these skills automatic.

Geoff: Very good, so everyone should have already listened to the previous programs, and they should be ready to roll. They should know the strategies, they should know how to get rapport, and this is going to be about, really, how they can begin to utilize them automatically, and then, how they can use them for the optimum outcomes in their life.

Keith: That's right.

Geoff: Very good. So, tell me, Keith, how have you found is the best way to start practicing rapport techniques?

Keith: Well, as you mentioned, it really requires that you be an excellent observer, so one of the first...one of the core skills that we're going to look at is how do you create yourself as an excellent observer. And, it's very important that you do this from the right state. If you're wrapped up inside your head, for instance, if you're thinking about you and what other people think of you, then it's going to be very difficult. You have to develop a certain mental and emotional state, in order to be the master observer that you need to be. So, that would be the first thing that would be on the list.

Geoff: So, be able to step out, kind of your own situation, your own characteristics, your own view of the world, maybe your own, oh, maybe able to step out of your reality, even.

Keith: Yes, and a wonderful place to step into is a neutral place, a very open place, and from within that place, it's much, much easier to pick up some of these cues that we need to pick up to do the master rapport techniques.

Geoff: That's interesting you say a neutral place, because what we really want to do is step into a place, literally, where we have no judgement, and we are just observing others.

Keith: Yeah, it's almost as if we, as an ego, don't exist.

Geoff: Right, OK, so we begin to step into this place. What do we do next?

Keith: Well, let me, actually, take you to a procedure which will let you know what this place looks and feels like, and you can use this procedure any time you want to get into the state. And so, wherever you are listening to this, pick...unless you're driving, of course, pick a spot on a wall, or pick an object that's in front of you, just some little spot that you can focus on for a moment, and go ahead and focus your attention on that spot. And, you're free to do this along with me, Geoff, if you'd like.

Now, once you're focused on that spot, I want you to allow yourself to become aware of your peripheral vision all the way out to the sides. So, in other words, you're looking forward, but you're not looking at the spot. You are taking in, rather, everything all the way out to the sides.

Geoff: OK.

Keith: And now, imagine that that peripheral vision extends all the way around to the back, so that you're seeing in a holistic global sort of way.

Geoff: OK.

Keith: So, you're looking a direction, but you're not focused that direction. Now, you know, tell me...describe a little bit about what's going on as you do that?

Geoff: Well, my eyes are forward, but I'm not, specifically, looking at the spot. And, I...for me, what I do, is I see things very clear up to the edge of where my vision ends.

Keith: Uh huh.

Geoff: And then, beyond that, it's more of like a kinesthetic sense of I know exactly what's behind me.

Keith: OK.

Geoff: So, it's not, necessarily, so much of a vision as it is kind of an inner feeling of knowing exactly what's there.

Keith: Right, you get a feeling of what's going on back there. OK, now just allow your hearing to do the same thing. Allow yourself to just imagine in whatever way works for you, that your hearing, of course, as it always is, is just coming in from 360 degrees, and you're sort of picking up whatever sounds are in the environment, as you say, without judgement. So, you're just hearing them.

Geoff: Um hmm.

Keith: And also, extend that sense of feeling that you have out behind you, but imagine that there's sort of...that you can feel everything that's out around you from a 360-degree arc.

Geoff: OK.

Keith: So, your senses are extended.

Geoff: Um hmm.

Keith: Now, what I'd like you to do is go back to focusing on the wall.

Geoff: OK.

Keith: The spot, whatever spot it was that you picked out. Now, switch back to sort of this global awareness.

Geoff: Uh huh.

Keith: Now, do you feel any shift as you do that?

Geoff: Yeah, I feel a total shift. I feel like when my focus is purely on the spot on the wall, I feel like it's so...previous to the exercise, I didn't feel like it was limited at all. But now, when I turn my focus to the spot on the wall, I feel like I'm only seeing, literally, like a little sliver of what's here.

Keith: Yeah, and that's exactly correct. In fact, focus...when you focus on something, it's really the process of eliminating your awareness of other things. So, what we want to do is exactly that. We want to open up, and create that sort of non-judgmental ultra-awareness of things from all directions, and that's what you do to generate rapport. When you look at somebody, you look at them, but you're taking them in, you're not focusing on them. So, you can use this exercise, and if you want, to create a little anchor for yourself, so that you can bring back this state, this ultra-aware state at any time. But, this is a state that helps you to get in there and generate rapport.

Geoff: Interesting.

Keith: So, that would be step one, is to be able to develop that state. You know, so much of what we do is dependent on how we approach it. If we approach it with the right attitude and the right state, it's easy to accomplish, or if we approach it with the wrong attitude and the wrong state, it's very difficult. So, this is a way to make it easy.

Geoff: Right, right. And so, I would say that most people doing that exercise, they would have previously identified their dominant rep system, are going to experience that exercise in a different way than I did, assuming their rep system is different.

Keith: Yeah, each person will have a different experience, so what you want to do, is you want to go through the same, the three main rep systems, which we think of, which is visual, and then your hearing, and your feelings, and make sure that all three are extended out as far as you can extend them out in various directions, and that you're looking, you're hearing, you're feeling, but you're not focusing on anything in particular. You're taking in the whole picture.

And, what many people will report is that it's either a subtly or a profoundly different state. It's an altered state of mind than the state of mind they usually walk around with, and the beautiful thing about this state of mind, is that it's very, very receptive, in terms of the amount of information that you can take in.

I remember, when I was taking my NLP practitioner training many years ago, we did an exercise that was in some ways, similar. They taught us this sort of defocused state, and they didn't tell us what they were doing. They said, "OK, describe the person in front of you," and I look at her, and I said, "Well, she's got brown hair and a green jacket, and it's got big buttons on it," and that's the kind of things I described. And then, they had me defocus, and they said, "OK, now, describe her." And, I said...you know, I was looking at her without looking at her, and I said, "Well, I can see that there's a little hair that's off to one side," you know, just one hair I could see, because I was defocused. "And, the corner of her mouth on the left side is drooping a little bit, and she's breathing in this way."

And, they said, "Now, I want you to contrast the amount of detail between those two times." And, I realized when I was looking at her, I noticed the things that I noticed. I focused on them, and they were very, very big things, you know, brown hair, green jacket, big buttons. But, when I went back and looked at what I had picked up when I was defocused like this, it was incredible in the level of detail. I literally probably took in 1,000 times as much information using this looking but not looking state to take in information.

So, if this thing seems to complex for you or too much to do, this state is going to make it so much easier to take in the information that you need to take in.

Geoff: OK, so we get ourselves into that state, and what do we do then? For the person that's listening to these audio programs, and they want to start practicing this right away, what specific steps have you found to be the most successful for them to begin to do so?

Keith: Well, I'd say, you know, the state is the first core skill. The second core skill, I'd say, is matching somebody physically.

Geoff: OK.

Keith: So, an exercise that you can do to create that skill in yourself...because what we can do, we can break it down into its basic components, and practice those one at a time, and that's, you know, small enough a chunk for the conscious mind to handle. Once you get good at it, it'll drop into unconscious, and you'll never have to think about it again.

Geoff: So, how would you recommend they practice? I mean, would you...the way that we have taught them on this, the way you've gone over each of these elements, would you have them bring in one component at a time?

Keith: Yes.

Geoff: And, how many days should they practice that single component?

Keith: I'd say spend, you know, just 15 or 20 minutes a day for about a week practicing physical rapport, for instance.

Geoff: OK.

Keith: Really, the test is, you practice it until you find that you're doing it without thinking about it.

Geoff: OK.

Keith: But, usually, 15 to 20 minutes a day for about a week is enough for most people to work it in there as a habitual pattern so that they don't have to think about it, anymore. If you need more, do more. And, that's exactly what I'd recommend, is they bring in one element at a time. You can practice the physical, the postural rapport in any situation, right? You can go into a bar, just when you're having a

conversation with somebody, when you're sitting down and talking to, you know, your friend, any of those situations. Just practice putting yourself in the same physical position that they are in.

Geoff: And, when you say 15 minutes a day, that's not much, because, really, all you need to practice rapport is another person. So, whenever there's somebody around, you could be practicing.

Keith: That's right. Yeah, you can practice with yourself, but it's too easy...OK, little joke. Yeah, you could, literally, do this all day, if you wanted to, do it at work, whenever there's another person around, that's exactly right. You could even do it with the TV, you know? If there's nobody around, watch the TV and practice getting into the position that they are in. Now, if you want to supercharge this technique, what you can do is, then, if you have another person to do this with, you can do it with another person, or you can do it in a total imaginary way, and that is, you pop outside of your body, and imagine what you look like, compared to the other person, because, sometimes, from this observer position, you can see things that you can't see when you're inside your own body.

Geoff: Um hmm.

Keith: So, you pop out, you look, you say, "Oh, hey," you know, "she's leaning a lot more forward than I am," so then, you pop back into your body, and you lean forward. So, you spend time going back and forth between this observer position and inside your own body, either in an imaginary way, or if you have a friend, you can have them watch you, and give you feedback on what you could be doing. And, if that friend is watching you, you have them create that non-focused state when they're watching, and they'll pick up a lot more information about what it is that you can do.

Geoff: So, work on each component for about 15, 20 minutes a day, minimum. After seven days, you found most people begin to just unconsciously, perform these activities.

Keith: Yeah, you know, some people in a lot less time, you know, it depends on the individual, but it doesn't take long.

Geoff: Yeah, right, yeah, and so, then we would add in the next element.

Keith: The element that I like to add in next is voice, because voice is extremely important, and for many, many people, the whole auditory system is almost completely out of their awareness, so if they speak to somebody who matches their tone and their pacing of voice, it's really just like a nice, warm handshake kind of deal. So, I mean, it can't really get any simpler than when somebody talks, talk like they do.

Geoff: Uh huh, so when somebody talks, talk like they do.

Keith: Yeah, with particular attention to rate of speech.

Geoff: OK.

Keith: Now, all of these things require a little bit of flexibility, so we're talking about building sort of a wider range of behaviors, bringing them into consciousness and doing them deliberately, and it's just like practicing the piano or riding a bike. When you first start off, there's a lot to do, and you have to keep reminding yourself, and then, after just a few times, it tends to just become second nature.

Geoff: Uh huh, so we're going to practice more of maybe what we could break out. The initial ones would be physical characteristics.

Keith: Right.

Geoff: And then, second, we're going to add the auditory elements.

Keith: Yeah.

Geoff: And then, where are we going to go?

Keith: The next thing that I like to add is a little bit of cross-matching, or cross-mirroring techniques, and that would be, my favorite, is to time your speech to someone's exhale.

Geoff: OK.

Keith: Now, people will often say to me that they can't see someone breathing, and that's, typically, because they're staring at them. They're staring at their chest trying to see somebody breathe. You get much more information, once again, if you start this exercise with that non-focused state.

If you have to look somewhere, look at the shoulders because, usually, you'll be able to see the shoulders rising and falling much more easily than the chest rising or falling.

Geoff: You know, I can't remember if it's on the Swish Pattern DVD, or if it's on the Anchoring DVD, but there's a point on there, on one of those two, I believe, where you are, literally, hypnotizing somebody in the audience, and you're utilizing that exact technique, and you can just see them collapsing. I mean, it's one of my favorite parts on the whole DVD, actually, because it's a great example of exactly what you're talking about now.

Keith: Well, and let me tell you a little bit about what was going on in my mind as I was doing that, and that is, I picked somebody out. I just said, "Let me show people about this." I picked somebody out, and I started talking, and they were in the corner of my vision. I wasn't looking at them. And, I was timing my speech to their exhale, and then, eventually, you can turn around and direct your, you know, attention right at that person, and suddenly, they realize, oh my gosh, he's been talking to me, and that's why I feel so relaxed, and ready to close my eyes, and what not. So, it was an unconscious understanding, then followed by conscious understanding, hey, he's been talking to me, directly, and I realize that now, and that's very powerful.

Geoff: Yeah, and I don't know if you remember this, but literally, he shook it off.

Keith: Un huh.

Geoff: Do you remember that? Literally, like he literally, had to like shake his head and come back.

Keith: That was a lot of fun, and, of course, the point of it wasn't to put anybody in a trance or to not put anybody in a trance, the point of it was just to show them how powerful it was to have this communication be going on at an unconscious level.

Geoff: Yes, OK, so what's the next step then, Keith?

Keith: Well, we have sort of the big pieces now. We have starting it with the right state, we have the physical, the postural matching, and we have the auditory matching. Then, what

it's nice to do, is practice sort of the hallucinatory elements all at once.

Geoff: Uh huh.

Keith: So, when you practice this, what you're going to want to do, is to track their movements, track where they gesture to, track what pictures and sounds they point to, track where their timeline is. And, what I like to do, is kind of create a little glowy, hologrammy type of thing of what I think their thoughts are, and just kind of keep that in my mind.

Geoff: Glowy...what is a glowy thing?

Keith: You mean, that wasn't specific enough? Well, I want some way of telling them from reality, right? If I make them too real, then, how do I know they're not real?

Geoff: OK.

Keith: So, I like to give them a little glow so that I understand, this is this person's internal reality, and I'm eliciting it, I want to know what it is, but I don't, necessarily, have to...and, on one level, I'm going to act as if it's real, but I don't, necessarily, have to believe it, myself.

Geoff: OK, I understand now.

Keith: So...

Geoff: So, with those things that you're hallucinating, you're just going to alter them slightly so that you know in your mind, yes, we're acting as if this is real, I've created this, this is what he's experiencing, but you're going to change the picture slightly, so that you realize this is just merely a hallucination.

Keith: Yeah, I'm going to put some little marker or some little thing different about it, just so that I know, and I think that's useful to do. You want to keep things clean, you want to be able to sort your thoughts and their thoughts. And I know that people listening to this, some of them are going to go, "Oh, there's no way I can do that. I can't visualize things that well." Well, first of all, yeah, you can, and second of all, you don't have to do it perfectly, OK? Now, I've talked to lots of people over the years, lots of people that say, "I can't visualize," and I ask them where they park their car, and they tell me.

Geoff: Yeah.

Keith: They say, well, it's behind the green bus around the corner, and then, they make a motion with their arms, you know? That means they're visualizing, right? They see it in their mind's eye. So, just let go to the idea that you can't visualize, you'll be able to. And, the other thing is, if you still feel you can't visualize, just pretend that you can, just say, "Well, I'm going to pretend I can see that there." And, that, usually, is enough to get over the hump. If the word, "Visualize," sticks in your mind and you can't get around that, just use the word, "Imagine," or, "Pretend."

Geoff: Exactly, and I think really, whether or not someone can visualize is, to me, irrelevant, so if people are listening going, "I can't visualize right now," I say, "Great, you don't have to visualize it, just direct some thought there."

Keith: Just direct some thought there. What if there were that there?

Geoff: Yeah, and so, the important point is, this is not beyond anybody's reach, and it doesn't have anything to do with visualization. All you have to do is just direct some thought where they are.

Keith: Right, essentially, the hallucinations, the visualization, the imagination, the pretending that you're doing, all it does is, it allows you to keep track of what's going on, right? So, if somebody motions over there, and, you know, they're talking about their friend, Joe...I always bring up their friend, Joe...then, that allows you to keep track of where Joe is. If you have some other internal system that will help you to do that, you can do that, as well. You don't have to do it the way I do it, but that's what I suggest. You spend some time hallucinating what you think other people are hallucinating.

Geoff: OK.

Keith: So, that would be the next big piece.

Geoff: OK, and then after that piece is in place?

Keith: I say, when you're gotten those pieces. You're talking about the state of mind, postural matching, matching voice, auditory matching, and hallucinating, then you are pretty much ready to go. Should we do an exercise that helps them combine them all?

Geoff: Absolutely.

Keith: OK. Here's what I would like you do, then, and this will be just a taste of the New Behavior Generator in Future Pacing, which we'll do a practical guide about. That is, I want you to imagine yourself and the person

that you'd most like to generate rapport with, and see them like they're on a movie screen, right?

Geoff: OK.

Keith: And, watch them just having the most amazing rapport that you could ever imagine.

Geoff: OK.

Keith: And, see the hallucinations that they're creating around themselves, the images that they're motioning to and the sounds. Notice that you almost see a physical connection between them, like some cord of light that's connecting them at the solar plexus. And, there's, you know, this glowing white communication or golden communication that's flowing between the two of them.

Geoff: The first thing that comes to my mind, is that they're not alone, like, they're not separate and distinctive, they are like in a...they're in a partnership with the other person.

Keith: They're in...you know, I'm glad that you brought that because that's part of that attitude of assuming that you have rapport. You go in there, and you assume that there's some sort of partnership or connection, that people are connected. It's a belief that's very, very useful to take on when you're generating rapport. So, you watch that movie.

Now, if you're having a hard time doing that, then just imagine somebody who you know, or even that you don't know, but that you believe could generate rapport that well. You get their picture up there, and then, you, you know, watch them do it, and you learn from that, unconsciously, and then, you change it to yourself, you say, "Hey, me, take all those behaviors that that person is doing so wonderfully, and you're going to change the image to me, but keep all those behaviors."

So, what you're doing is, you're building a really strong representation of somebody up there generating rapport with all the skill that you want, doing it exactly how you want to do it. And, once you've got that movie running into your mind, you step into that movie and experience it from the inside, so you are now there with that communication flowing across between the two of you, and the rapport happening wonderfully, and all of the hallucinations, you're motioning to them, and it's just wonderful how in sync you are.

Geoff: OK.

Keith: And, what I would do is I would take and run that through three or four different scenarios, maybe with people that you want to generate rapport

with, and you know, what you're doing is, you're building a very, very detailed road map for your unconscious to say, "Hey, go get this for me." And, that will help you to integrate all these skills in a way that makes them just automatic.

Geoff: Hmm, so when you utilize that technique, we see it happening, and we are experiencing it internally, and then, our unconscious begins to just adopt these skills.

Keith: Yeah, you know, people talk about goal-setting, and what the process of goal-setting is designed to do, is to give your unconscious a way to accomplish something. You're building it a roadmap. Now, the conscious mind is good at directing the unconscious mind what to do. For instance, you might tell yourself, "OK, swing at this baseball and hit it." Well, you don't know what muscles you moved to do that. You just know that you gave the command, and your unconscious did its best to carry it out. Well, the more detail, the more realism, the more emotion, the more imagination that you invest into these instructions to your unconscious, especially when they have very, very powerful positive feelings attached to it, the easier it is for your unconscious to just to make it happen.

And, we don't even, necessarily, know what it's going to do, but it's out there looking for things that will make this possible for you.

Geoff: Interesting, interesting. Talk to us, Keith, about how we can develop rapport from a distance, without even saying a word, like maybe going back to the sales situation, like you've talked about before, or maybe when we're in an airport, or at a business function. How can we do that?

Keith: You know, maybe like you said earlier, I've thought about this for far too long, but this is one of my favorite things to do, is to go out into an environment, and start to generate rapport with somebody across a room. And, you're going to want to be at least in their peripheral vision, because in a general way, you know, the conscious mind is that focus that we talked about, when you're looking at that spot on the wall. And, the unconscious mind is the awareness from all directions. So, you want to be in that awareness from all directions of another person.

And, just begin to take on their posture, make sure they are also in your peripheral vision, develop that state, and start to mirror everything about them that you can. Stand like they stand, act like they act, and then, what is fun to do, is once you feel like you've established rapport, and it doesn't take too long, move in some way, and see if they follow you, because if you have great rapport, what will happen is that they will follow your lead.

Geoff: So, when we are in great rapport with people, regardless of whether or not they're even consciously aware of it, we can check to see if

we're in rapport, and then, it will literally tell us whether or not we have been successful, and it's outside of their conscious awareness.

Keith: Yes.

Geoff: So, if we have any doubt about rapport, we can literally check it.

Keith: Yeah, and you know, oftentimes, it takes somebody a few seconds to follow along, but it happens.

Geoff: So, I could, literally, go to the mall today. I could start to get rapport with people that are 50, 100 feet away, and I could, then, refine my skills and by checking or testing myself, I could see how my skills are progressing.

Keith: Yes.

Geoff: Excellent, excellent. How can we use rapport techniques on the phone?

Keith: You know, I actually think the phone is a great way to practice because, naturally, the phone doesn't have any of those visual components to it, so you're very much limited to just a couple of things, and that's what makes it fun to me. One, the pacing of the speech, so speak at the same rate that they speak. Two, the kind of language they use. We talked about rapport through rep systems and vocabulary. I'd say away from accent unless you're very, very confident with it and it's natural to you.

But, use words. If they use visual words, you use visual words. If they speak slowly, you speak slowly. If they have a certain lingo, you can adopt some or all of that lingo. And, of course, sometimes, that's not going to be appropriate. If they're a kid, and they're using the lingo of a teenager, it's not going to, necessarily, work for you to use that same lingo. But, the line is a common sense line, so just use your common sense.

So, once again, their rate of speech is very important. You can mirror their representational systems. You can take on some of their vocabulary, speak in terms that are common to them.

Geoff: So, literally, when you get a telemarketing call, you can be practicing your rapport techniques on them.

Keith: Yeah, actually, that's a lot of fun.

Geoff: Yeah.

Keith: It's only fun for a few seconds, though.

Geoff: Yeah, well, good, so even without seeing a person, there is an unbelievable amount of information that you can utilize to gain rapport.

Keith: Yes.

Geoff: How can we best use these rapport skills for personal relationships?

Keith: You know, I think it's a very, very important thing to do. It's something that I do quite often in my personal relationships, and the way that I like to do it, is to match someone's breathing, especially if I feel like I'm out of sync with my wife, or my son, I will get down on the floor with my son and try to do as much like him as I can. And, in order to figure out...you know, at this point, my son is not quite three years old, and sometimes, he can't articulate so well what's going on. So, I get in there, and am able to get more information about what's going on inside his mind.

With my wife, I will often match her breathing. If we get out of sync, I feel that's a very, very powerful way to get in sync. It's certainly...it puts you on a level, it allows you to gather more information, it allows you to understand that person, and I think most of the...or at least, many of the problems in relationships, whether it be a marriage, or friendship, or any other kind of relationship, a lot of the problems are based on misunderstanding. Some person thinks that somebody else is thinking something, or wants something that they don't.

And so, when you develop this sort of blank slate, non-focused beginner's mind, and you step into the rapport techniques, then you're able, very much so, to see where this other person is coming from. And, from that point of view, then it's easier for you to understand and remedy whatever the problem is. And, not only is it good for taking away problems, but it's good for boosting the positive feelings that you have.

Geoff: So, you, literally, utilize these techniques with your wife, with your son, and it allows you have a closer, more satisfying relationship.

Keith: Yes.

Geoff: And, let me ask you this: Did you utilize these rapport techniques with your wife *before* she was your wife?

Keith: Oh, absolutely. Yeah, absolutely.

Geoff: Yeah, and how did you use them in that case?

Keith: Well, one of the things that you'll discover when you start to use rapport, is that you'll pick up a lot of information about people's belief systems, and belief systems are sort of the foundation of the way that the people interact with their world. And so, I discovered some things about my wife, about what was important to her, and what was not important to her, and you know, when you do that, it's much easier for you to, you know, help that person out, help that person be happier, have that person be interested when they're with you, have that person connect to you in a vital and important way. And, then, become important to that person.

Geoff: So, you would, literally, match her breathing, you would talk in the same way that she talked, you would maybe hallucinate what she's hallucinating.

Keith: Yeah, and so, she gets the feeling, hey, this guy's listening to me. And, I should point out, my wife and I come from widely different backgrounds, and widely different cultures, so there was a big gap to bridge in that way, and we were able to do it, largely, I think, due to these rapport techniques.

Geoff: Interesting, interesting. And, you do point out a very important point, and that is that you do come from very much diverse backgrounds, and so, the rapport techniques would be that much more important in that case.

Keith: Yeah, in fact, I lived and worked in Russia for two years, and when I landed over there, I knew, I think, two or three words of Russian, and for a long time, it was all I had, I mean, it was just about the only communication techniques I had. Even the Russians that spoke English, of course, it wasn't their first language, and maybe, there was an incomplete understanding. So, you know, it was very empowering for me, because I knew, if I was sitting in a meeting of business executives and you know, I didn't have the rapport techniques, it was like, well, I don't understand anything that's being said, I can't say anything to anybody, I'm doomed!

But, instead, I was thinking, you know what? I can breathe the way this guy does, I can take on his posture. I can gather some information, and I can move forward with that.

Geoff: You know, I think you've just brought up something that's really, really incredible. What you're saying, effectively, is that with these rapport techniques, and this may be, I mean, this is really crazy, but what you're really saying is with these rapport techniques, they can overcome any boundaries that may be cultural and including language.

Keith: Yes, now, there have been some studies out there that show that a very, very small percentage of the communication that we have between people, is actually the content of the words we say. I think it's something like

7%. Now, I don't quite think that's true, because if the words were only 7% of our communication, then we could understand 93% of what people were saying, if we were in a foreign country. I don't think it's quite that much, but I'll tell you, there have been many, many instances where I've been, for instance, in Russia and someone asked me a question, and I was able to answer it, even though I didn't understand a word of what they said.

And, I'll give you an example. I used to be walking down the street, and somebody would walk past me, and come up to me and go, (speaking Russian), and they would point at their wrist. Now, what do you think they were asking me?

Geoff: What time it was.

Keith: What time it was. I didn't have to understand a single word. So, I would just hold up my watch and point, now, before I learned to speak the language. So, here's the deal, there's a lot of information in there. The tonality reflected a question, the pointing toward the wrist meant he was pointing where a wristwatch would be. It's interesting, because that's one of these hallucinations. He was pointing at his wrist. What was he pointing at?

Geoff: Where his watch would be.

Keith: Where his watch would be. He was pointing at his hallucination. So, I treated his hallucination as if it were real. And, so, I said, OK, he wants to know the time, so I pointed to my watch, which was an actual watch, by the way. Now, for those who know Geoff and I, you probably know we only carry hallucinatory watches, because neither one of us wears a watch. But, I used to wear a watch in those days. So, that's a situation where there's multiple indications of what this person is saying that do not involve the actual content of the words that he was speaking.

Now, I'll point out to you something else, that many, many, many people will miss that communication because their thought will be, I don't understand what he's saying, I don't understand these words, so I can't understand. However, if you step back, and you take an open attitude that you're drinking in this information, then it becomes immediately obvious that all of this information is pointing toward the fact that he wants to know what time it is.

So, once again, it's your internal state, you manage your internal state to create a situation where it's easy for you to pick up these sensory cues, and you establish rapport, and then, it's much, much easier for you to understand.

Geoff: Terrific. What have you found are, and I know you talked briefly about this a minute ago, but what have you found are some of the most powerful techniques of rapport for business?

Keith: Well, you know, business has its own little code, and it's own special set of languages, and there are things that you do within business, which are designed to get rapport, like, you know, men often wear suits, they wear a suit and a tie, and part of that is so that everybody looks the same, to help to generate that rapport. So, you use the same techniques you use in other places, you match breathing, you match posture, you match language, and you can use them in any situation.

Now, there's a kind of a little spin you have to put on it in business. For instance, if someone is a boss and they're talking to people in a certain way, you don't, necessarily, want to talk to other people like you're the boss.

Geoff: OK.

Keith: So, there's a level at which you don't mirror exactly what they're doing. But, you could talk at the...you know, if you're talking to your boss, you could talk to them at the same rate of speech, the same speed of speech, the same type of vocabulary. You can match his posture without seeming like you're trying to be in his authority position. So, once again...

Geoff: Right, so you sort of respect his position, you take that into consideration, and then, match what would be appropriate.

Keith: Appropriate is the great word there. So, it's a line that you can't cross, but once again, it's a common sense line, and I've seen this...you know, if you begin to think about this, what's going to happen in your interaction, maybe with your boss, if you have a boss, with your co-workers, with people that you have meetings with, if you go on sales calls, doing the sales call, what's going to happen to all these situations if you have more rapport? What's going to happen if your boss really likes you and trusts you, to your work evaluations? What's going to happen when you go ask for a raise, or ask for the sale, or have to lead a meeting, or present your opinion, your point of view, if everyone has this feeling of inner comfort with you and this feeling of connection?

Geoff: You know, in my business, when I'm teaching, when I'm training people, I think there are three things...I think, this is kind of Geoff's Law. I think there are three things they need, in order to be successful with clients.

Keith: Um hmm.

Geoff: And, this is, once again, my law, so it might not be appropriate for other people. But, for me, in my business, the people have to get to know me, in my opinion, for me to maximize the income. They have to talk to me, they have to get to know me. Secondly, they have to like me, they have to like me. And, third, and most important, they have to trust me. And, when

people get to know you, when they like you, and when they trust you, they will give you a massive amount of business.

Keith: Yeah, that's exactly right. And, when you think about those things, it's a feeling of knowing you, because sometimes, you've known somebody for 15 years, but you still don't feel like you know them.

Geoff: Exactly.

Keith: And, other times, you meet somebody, and you hit it off, as they say, if they were using words that denote feeling. You hit it off, and it feels like you've known that person forever. And then, you talked about liking, and you talked about trust. Those are all feelings, and those are all feelings that can be brought about nearly instantaneously, through using these rapport techniques.

Geoff: Um hmm.

Keith: So, if you're talking about getting massive amounts of business by working with people, well, rapport. You know, if you...let's suppose you don't have rapport with people. No matter what you're going to do, are you going to sell him stuff? You know, the changes are very, very small.

Geoff: Very limited. If you did, you'd be very limited.

Keith: Yeah, let's suppose somebody doesn't trust you, and you send them a letter that says, "Hey, I've got this great new service."

Geoff: Right.

Keith: They're going to go, "Ah, probably not great." If they like you, even though your message may not be perfect, you know, maybe you didn't write the most awesome sales letter in the world, or maybe, even, it wasn't the best price, or something was wrong with the offer, they're going to say, "You know, I like this guy," and the chances are higher that they'll work with you.

Geoff: Um hmm, it goes back to what you talked about, the study with the doctors. The people that were getting sued were the people that their patients didn't like.

Keith: That's right.

Geoff: You know?

Keith: That's exactly right. Liking goes a long way. You know, in fact, when you talk about financial situations, I make it a point to...every teller in

the branch of my bank that I bank at locally, I meet every one of them, I know their name, I generate rapport to the best of my ability, every time I go in there. Because, you know, sooner or later, something happens at the bank that you need to deal with, and if you go in there and they say, "Oh, this guy's been coming in here forever, and I really like him," it is just so much easier. They act like they're part of a team that you are on.

Geoff: Yeah, they begin working in your behalf towards a common outcome.

Keith: Yeah, with you, so...and, if you've ever gone into a bank and had the opposite attitude, which is, "Oh, we're the bank, and you're somebody else, and ..."

Geoff: We can't do that, it's against the rules.

Keith: It's a completely different world when you walk in with rapport. Now, rapport is not going to magically solve every situation instantaneously, but what it's going to do, is it's going to give you a huge edge, so that more and more of the pieces are going to fall your way, more, you know, meetings, you'll get more cooperation from people when you're trying to do a joint project. When you are offering a product, you'll get more sales. You'll get more raises, you'll get more...your love life will be better, your relationships that you currently have will be better.

Geoff: You may even marry a girl you don't deserve.

Keith: Hey, are you talking about anybody in particular?

Geoff: The girl of your dreams.

Keith: Yeah, my wife is a wonderful, wonderful woman.

Geoff: She is, she is wonderful, as is your son. You know...

Keith: My son is a wonderful woman?

Geoff: Now, we're getting giddy.

Keith: Yeah, well, that's the magic of it.

Geoff: Yeah, well, truthfully, Keith, I really, I mean, I think this is an unbelievable package, and I think that we have presented rapport in a way that has not been presented in the past. I think we've presented it in a way that is very easy for people to understand, and yet, gives them a sense about the depth, the breadth they can enter into with this skill. And I think that when you start to consider the matching, the mirroring, the cross-matching, the

mismatching, and you start to get into these other things like Fourth-Dimensional Rapport, where you're using their timeline, and then, you start to get into the Schwarzenegger technique where you assume rapport with everybody, and you start to hallucinate other's realities, and you start to get into that Core Rapport, and you start to get into the Multi-Sensory Rapport, and all these other techniques, I think it takes on an amazing power.

Keith: Yeah.

Geoff: And, I hope...

Keith: It takes it to a whole new level, and I want to thank you, Geoff, because it's really your skill in drawing this information out of me that has made this as good as it is.

Geoff: Well, thank you very much. It is my pleasure, and you know, I have great respect for your knowledge, your skills, and I'm very happy that you've done this. And, I think people will get a lot out of watching the DVD, as well as going through the workbook, and reading that closely. So, thank you very much. Once again, it's been a real pleasure, and I will look forward to future Practical Guide NLP editions with you, Keith.

Keith: As will I. Bye, bye, Geoff.

Geoff: Bye.

Summary

We hope you've enjoyed the Practical Guide to Rapport and Advanced Rapport.

There truly is no more important skill that will allow you to become more influential, wealthy, happier and more successful. Period

To your success,

Geoff and Keith